

DAY 1 | TUESDAY, JUNE 16, 2015

XBOX BRINGS HOLOLENS AND HEROES

MICROSOFT CELEBRATES ITS PAST, PRESENT, AND FUTURE



Rise of the Tomb Raider

Microsoft Corporation's 2015 Electronic Entertainment Expo (E3) press briefing this past Monday morning featured a wide range of exclusive Xbox One game announcements, new hardware, and innovative services that pay tribute to the Xbox platform's acclaimed history.

The briefing began with the announcement of an all-new multiplayer mode for the upcoming *Halo 5: Guardians*. This new *Halo* adventure (built from the ground up for the Microsoft Xbox One) was shown on stage by a four-player team who demonstrated the explosive multiplayer action coming to players on October 27. Developer 343 Industries

introduced a new 24-player game mode called Warzone, which drops combatants onto massive maps that are three-to-four times larger than any existing *Halo* maps and pits players against both human and A.I. opponents.

After the big *Halo 5* announcement,
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Star Wars: Battlefront

THE FORCE RISES

STAR WARS LEADS ELECTRONIC ARTS' LINEUP

Electronic Arts electrified the famed Shrine Auditorium in Los Angeles on Monday to premiere its E3 2015 lineup, which features a diverse assortment of games designed for a wide array of players and platforms. CEO Andrew Wilson kicked off the proceedings by affirming the company's commitment to video game fans far and wide.

"Putting players first continues to be our focus at Electronic Arts," Wilson told the audience.

Even before Wilson hit the stage, EA showed this commitment right out of the gate, debuting a trailer for one of the most anticipated video games in recent memory.

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DOOM SETS IT UP, AND FALLOUT 4 KNOCKS IT OUT OF THE PARK

BETHESDA DEBUTS ARRAY OF TOP-TIER TITLES

Bethesda put on its first official E3 showcase on Sunday, where a massive audience at the Dolby Theatre in Hollywood—and hundreds of thousands more watching online—saw the publisher bring forward a stellar lineup of marquee properties on Sunday night.

The showcase, emceed by Bethesda's Global Vice President of PR and Marketing Pete Hines,
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Fallout 4



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XCOM 2 brings the beloved strategy franchise back.



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CONTINUED FROM COVER

Head of Xbox Phil Spencer introduced *ReCore*, a robot-oriented action-adventure due in spring 2016. This first-party franchise is in development by *Mega Man* creator Keiji Inafune in collaboration with Armature Studio, a team composed of many *Metroid Prime* veterans.

Spencer revealed some of the biggest news of the conference and one of the Xbox One audience's most-requested features: backward compatibility. The new service will offer 100 Xbox 360 games at launch, letting gamers play their favorite classic titles while accessing unique Xbox One features like screenshots, broadcasting and game DVR. This library-expanding service starts now for Xbox Preview Members; all other Xbox One owners can access it this holiday season.

While the new backward compatibility service pays tribute to the games of Xbox's past, the new Xbox Elite wireless controller forecasts its future. This new pro-precision controller comes with hair trigger locks, swappable components, button and paddle mapping, and the option to set minimum and maximum trigger values. Coming for the Xbox One and Windows 10-powered PCs, the Xbox Elite controller promises to up everyone's game.

This is especially good news for *Fallout* fans, who will need every advantage to survive Bethesda's new open-world role-playing game, *Fallout 4*. Bethesda Game Director Todd Howard showed a snippet of the game, which once again has players navigating a hostile, post-nuclear world. Freedom is the number one goal for this sequel, which takes players to a dense urban environment, lets them have canine companions, and provides them with cool new weapons like the crank-activated laser musket. Players who buy *Fallout 4* when it hits stores on November 10 will receive a free copy of *Fallout 3*—and *Fallout 4* mods created on PC will be playable and shareable on the Xbox One.

For gamers who enjoy friendly competition more than worldwide cataclysm, Microsoft is teaming up with Electronic Arts to bring players *Madden NFL 16* and *Need for Speed*, via EA Access. This digital service offers members the opportunity to play their favorite games before anyone else—and at a 10 percent discount. Even better: The EA Access Vault contains a library of critically acclaimed titles like *Titanfall* and *Dragon Age*:

Inquisition. During E3, access to the Vault is free to all Xbox Live Gold members. EA continued its presentation by revealing the wacky pandemonium of the upcoming team-based shooter *Plants vs. Zombies: Garden Warfare 2*, which is set for a spring 2016 release.

The competition continued with Turn 10 Studios' *Forza Motorsport 6*. Calling it the most beautiful, technically advanced [*Forza*] yet, Creative Director Dan Greenwalt—accompanied by Henry Ford III—celebrated the Ford GT's 50th anniversary by lowering a real Ford GT onto the stage. When *Forza 6* debuts September 15, the Ford GT will roll through the game's 26 destinations alongside 450 cars, in white-knuckled 24-player races.

Next, dark fantasy enveloped the stage with Bandai Namco Games America's *Dark Souls III* and Ubisoft's action-role-playing game, *Tom Clancy's The Division*. *Dark Souls III* promises to deliver the same gritty, hardcore action as its acclaimed predecessors when it arrives in early 2016. Meanwhile, *The Division* gives players a taste of life after society is ravaged by a global virus. *The Division* currently has no release date, but Xbox One players will be first to try it during this December's exclusive beta. Until then, action fans can jump into Ubisoft's *Rainbow Six: Siege*, which arrives October 13. Gamers who buy this electric squad-based shooter will also receive *Rainbow Six: Vegas* and *Rainbow Six: Vegas 2*.

After showing off Motiga's humorous free-to-play online game *Gigantic*—which goes into beta this August—Microsoft highlighted its dedication to independent developers via its ongoing ID@Xbox program. After a montage of great-looking indie games, including space adventure *Tacoma* (from *Gone Home* creator Fullbright), third-person fantasy adventure *Ashen*, and 1930s cartoon-styled run-and-gun game *Cuphead*, Microsoft announced the new Xbox Game Preview service, which gives Xbox owners early access to select still-in-development games. Every title on Xbox Game Preview will include a free trial. Some of the first games on the service will include *The Long Dark*, *Sheltered*, *Elite: Dangerous*, *DayZ*, and *Ion*.

While Xbox Game Preview will give gamers an early peek at games, *Rare Replay* lets them relive legendary developer Rare's beloved library of games. Due out on August 4, *Rare Replay*



Forza Motorsport 6



Halo 5

offers 30 games for \$30, including classics like *Perfect Dark Zero* and *Conker's Bad Fur Day*. Rare is not just focusing on the past: Studio Head Craig Duncan announced the company's newest project, a pirate-themed, shared-world adventure called *Sea of Thieves*.

The presentation took a technical turn when Microsoft's Kudo Tsunoda introduced a new version of *Minecraft*, built specifically for the upcoming Microsoft HoloLens augmented reality (AR) platform. With HoloLens, the world-building phenomenon is set to reach new levels of immersion as players use the device to project their creations onto any surface. Worlds seem to come alive in eye-popping 3D, and players can share and explore their creations together.

After the trip into augmented reality, Microsoft dove back into action as Crystal Dynamics Creative Director Brian Horton demoed Lara Croft's latest adventure, *Rise of the Tomb Raider*. If Lara's perilous, snow-packed trek is any indication, gamers are in store for some hair-raising experiences when

Rise of the Tomb Raider makes its entrance on November 10. For even more team-oriented adventures, this holiday season brings Lionhead Studios' free-to-play action-RPG *Fable Legends* for Xbox One and PC.

The impressive show culminated in a pair of massive announcements for the *Gears of War* third-person shooter franchise. First: The one-week public beta for *Gears of War: Ultimate Edition* (an HD remaster of the original *Gears*) begins immediately for Xbox Live subscribers. Gamers who purchase the *Ultimate Edition* will also get access to the upcoming beta for *Gears of War 4*, which is due out during the 2016 holiday season. Based on the *Gears of War 4* presentation, this latest entry will feature more of the forceful, fast-moving action gamers have come to expect.

Microsoft's media briefing not only gave gamers reason to be excited—it clearly conveyed the company's determination to honor its history, support creativity, embrace new technology, and reward gamer loyalty.

JAMES HARDEN

STEPHEN CURRY

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CONTINUED FROM COVER

Mass Effect: Andromeda represents a new frontier for the BioWare-developed role-playing series, following the conclusion of the original trilogy's storyline in 2012. *Andromeda* is an all-new adventure that takes place long after the previous games and EA plans to release it for the 2016 holiday season on PC and current-gen consoles.

Another much-anticipated revival that took the stage was *Mirror's Edge: Catalyst*, which releases on February 23, 2016 for Xbox One, PlayStation 4, and PC. The first-person adventure maintains the distinctive look and feel of 2008's *Mirror's Edge*. Instead of creating a sequel, developer DICE opted to restart the series with heroine Faith's previously unseen origin story. And rather than featuring standalone levels to complete, the game offers one seamless, futuristic open environment that players can fluidly navigate by running along walls and leaping over barriers.

EA's focus on its most beloved properties also included an extensive look at *Need for Speed*, which reboots the long-running racing franchise. *Need for Speed* focuses on nighttime racing in the fictional city of Ventura Bay, allowing players to cruise freely through urban intersections and country roads alike. The single-player campaign includes five overlapping storylines punctuated by live-action narrative footage, and the gameplay highlights the thrill of the chase as players race against rivals and evade police pursuers. *Need for Speed* is developed by Ghost Games and is due out November 3 for Xbox One, PS4, and PC.

Plants vs. Zombies: Garden Warfare 2 is the latest in another EA fan-favorite franchise; the team-based shooter sequelizes the 2014 game on PS4, Xbox One, and PC. EA employed some theatrics for the reveal, as an actor in a zombie costume arrived onstage and flexed its muscles while Kenny Loggins' hit 1980s song "Danger Zone" blared through the speakers. *Garden Warfare 2* introduces new character classes and single-player action; the game will be supported with free add-on content subsequent to its spring 2016 release.

Electronic Arts also spotlighted a charming new property called *Unravel*, which is in development at Swedish studio Coldwood. The puzzle-focused platform game spotlights a small fabric creature



named Yarny, who must navigate sidescrolling stages with the help of string from his own body. For example, he can use the yarn to swing across gaps in the large, photorealistic environments. According to Creative Director Martin Sahlin, Yarny is a character that accomplishes big things, despite being so small. Players will have a chance to experience his adventure on Xbox One, PS4, and PC. No release date for *Unravel* has been set.

Star Wars: The Force Awakens ushers the beloved sci-fi franchise back into movie theaters this December. In honor of *Star Wars'* massive return, EA devoted a large portion of its presentation to its adaptations of the series—particularly *Star Wars: Battlefront* for PC, Xbox One, and PS4.

Battlefront revives the popular multiplayer shooter franchise a decade after the last core entry, and spotlights large-scale online skirmishes in the *Star Wars* universe. EA debuted the first-ever *Battlefront* gameplay footage, which depicted a frantic battle on the snow planet Hoth seen in *The Empire Strikes Back*. Players can engage in battle on-foot, in gargantuan AT-AT and AT-ST walker vehicles from the film or in speedy spaceships. Up to 40 players can participate in these epic matches. *Battlefront* features impressively accurate vehicles and characters from the films; players can join the force November 17.

Also coming this fall is *Knights of the Fallen Empire*, a free expansion pack for subscribers of massively multiplayer online role-playing game *Star Wars: The Old Republic*. Developed by BioWare Austin, the expansion focuses on

storytelling and allows players to make significant decisions that affect the outcome of their quests. *Knights of the Fallen Empire* will be available October 27, delivering new worlds to explore as well as familiar companions that players can recruit to their cause.

EA will also extend the franchise love to mobile late this year with *Star Wars: Galaxy of Heroes*, a collectible card game featuring heroes and villains from all of the films. This is not the only licensed phone and tablet game in the EA's upcoming arsenal, either: *Minions Paradise* will deliver a world-building experience starring the bumbling, adorable characters from the popular *Despicable Me* film franchise.

The publisher's EA Sports lineup pumped up the action, bringing legendary soccer star Pelé onstage to introduce *FIFA 16* and share memories from his storied career. The latest in the annual soccer simulation series—which Executive Producer David Rutter called "the most balanced *FIFA* yet"—brings a number of gameplay enhancements to the pitch, including better control over defensive maneuvers and more fluid movements away from the ball. *FIFA 16* also introduces female players for the first time and is set for release September 22 for PS4, Xbox One, PlayStation 3, Xbox 360, and PC.

Meanwhile, *Madden NFL 16* introduces a new Draft Champions mode, which allows players to conduct a fast-paced draft to choose star athletes for their team. After that, they can play through a condensed season and then do it all over again—allowing fans to try a wide array of team



configurations. *Madden NFL 16* also overhauls the passing game amidst a bevy of gameplay improvements, and releases August 25 for Xbox One, PS4, Xbox 360, and PS3.

Three more popular franchises rounded out the EA Sports presentation. *Rory McIlroy PGA Tour* launches July 14 for Xbox One and PlayStation 4. The new *PGA Tour* taps the power of the latest console hardware to deliver complete courses without loading times between holes, and includes both real-life and fantasy locations.

Additionally, *NHL 16* will update the annual simulation with a reimagined EA Sports Hockey League mode, along with various other improvements. It releases September 15 for PS4, Xbox One, PS3, and Xbox 360. *NBA Live 16* follows on September 29 for PS4 and Xbox One, featuring improved animations and the option for players to insert their own faces on created athletes using a free mobile companion app.

Between its own original properties, annual sports franchises, and a collection of *Star Wars* games tailored to each platform, Electronic Arts showcased an impressive selection of titles sure to prove out its stated commitment to keeping fans engaged and entertained.

Real People. Real Results.



CONTINUED FROM COVER

started with a bang, with the introduction of developer id Software's upcoming game *Doom*. With a blisteringly fast-paced demonstration showing a space marine blasting his way through demons both in an industrial facility on Mars and in a canyon in Hell itself, *Doom* hit the gas pedal and never let up. The audience even got a thrilling glimpse of the series' iconic BFG weapon, much to its delight.

Doom is not only about a tense, fast-paced single-player experience—multiplayer is also a critical element of the game's design. Inspired by the classic death matches of the original 1993 game, *Doom*'s multiplayer modes will include domination, freeze tag, and clan arena.

This new installment stretches beyond the core game experience and emphasizes customization. To that end, *Doom* has a new feature called SnapMap, an easy-to-use, cross-platform customization tool. Even players with no experience in map design can create new levels and share them with the click of a button using SnapMap's simple interface. Players can alter the game's logic to create entirely new experiences, which adds even more layers to the gameplay. *Doom* will be available for PC, Xbox One, and PlayStation 4, releasing in spring 2016.

From a classic title to an entirely new one, Bethesda switched gears to discuss *Battlecry*, a multiplayer, free-to-play action game for PC, which pits factions against each other in team-based challenges. Developer Battlecry Studios announced that worldwide sign-ups for the game's global beta are now open, and that the game will

be playable at Bethesda's E3 booth this week.

Following the *Battlecry* announcement, Bethesda unveiled two new titles from Arkane Studios, both from the developer's hit *Dishonored* stealth-action series. *Dishonored 2* is once again set in the lovingly rendered steampunk world of the original game. This time, however, players can choose to play as returning protagonist Corvo Attano or newcomer Emily Kaldwin, his former charge. Each character brings his or her own unique powers, abilities, and weapons to the game, each offering a very different experience.

Dishonored 2 is all about creating memorable gaming moments that come from player choice, and not pre-scripted events. Players can go through all of *Dishonored 2* without killing a single enemy—or cut down everyone in their way, hurl magic spells, set deadly traps, and leverage any combination of the game's combat-oriented styles. *Dishonored 2* is in development for Xbox One, PS4, and PC. Bethesda did not provide a release date.

Bethesda did reveal that this fall, fans can look forward to *Dishonored: Definitive Edition* for Xbox One, PS4, and PC. *Definitive Edition* includes the original *Dishonored*—plus all the downloadable content and upgraded graphics for new-generation systems—onto a single disc.

Next, Bethesda announced upcoming content for *The Elder Scrolls Online: Tamriel Unlimited*'s on PS4 and Xbox One, and showed an enticing video—including a hint that the series' infamous Black Hand guild of assassins may soon make

an appearance in Bethesda's massively multiplayer online role-playing game.

On the heels of *The Elder Scrolls Online*, Bethesda announced the upcoming *Elder Scrolls Legends*, a free-to-play strategy card game based on the vast *Elder Scrolls* mythology. Coming to PC and mobile platforms later this year, *Elder Scrolls Legends* lets players experience the deep mythos of the series in an easy-to-play and hard-to-put-down format.

Todd Howard—acclaimed game designer and lead developer on *Fallout 4*—arrived on-stage to thunderous applause.

"E3 is the best week of entertainment ever," Howard said, and went on to praise the critical role that video games have played in shaping the world of entertainment over the course of his long career.

Howard and his team are now focused on what must be one of the most hotly anticipated role-playing games ever: *FFallout 4*. The sequel to the multi-award-winning and best-selling *Fallout 3*, *Fallout 4* is set in Boston and begins just prior to the events of the nuclear apocalypse. Players begin the game on a normal day in a peaceful suburb, going through their morning routine in a cleverly disguised character-creation sequence. Eventually, bombs go off and the player wakes up 200 years later in the shell of a ruined Boston, with nothing but sheer wits (and an eventual canine companion) to aid in the fight for survival.

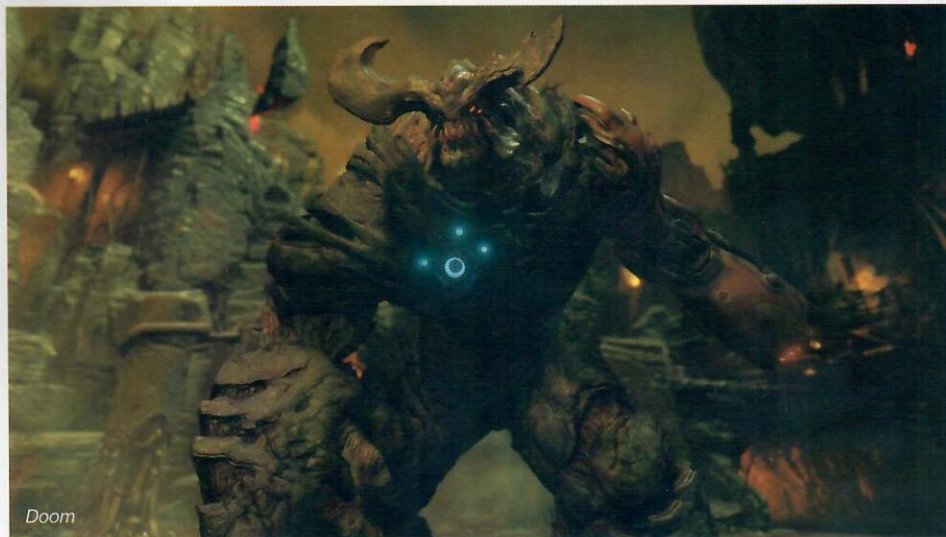
The presentation showcased a comprehensive set of brand-new gameplay additions. Crafting is

now a much deeper part of the experience than ever before; players can dismantle items and fixtures they come across and use them to build structures or even entire bases. By building up these bases, players attract traders, who sell some of the game's best items. The bases must also be defended from desperate raiding parties.

Fallout 4 includes more than 50 base weapons and more than 700 modifications, allowing for a huge amount of customization in combat options. How players want to fight is up to them, as they will be able to play *Fallout 4* as a straight-ahead first-person shooter, a third-person action game, or (using the series' patented V.A.T.S. system) a hybrid turn-based strategic system—or any combination of the three. *Fallout 4* will be released for PS4, Xbox One, and PC November 10—a short wait for what is sure to be a watershed in the open-world role-playing genre.

Finally, Bethesda announced an entirely new *Fallout* spinoff property: the free-to-play *Fallout Shelter*. Designed to simulate the role of an overseer of one of the series' iconic Vaults, *Fallout Shelter* challenges players to marshal the Vault's limited resources and help their band of survivors make it through the apocalypse. Players build their bases, train their people, and eventually send them out into the wasteland to bring back rewards. *Fallout Shelter* is now available for iOS.

In all, Bethesda's first E3 press conference was a resounding success, impressing all comers with not only the diversity, but also the depth and scope of its titles.





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Epic Games, Inc.

Focus Home Interactive

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WELCOME TO E3 2015

Friends –

Welcome to E3 2015! As the owner and steward of E3, the Entertainment Software Association (ESA) is proud to host tens of thousands of attendees from around the world. This is the highlight of our year—the time when the world's eyes are turned to these exhibit halls to see the latest in entertainment, innovation, and technology.

Our theme for this year's show is "Experience the Evolution," and truly there is no better place to see our industry's transformation on display. From virtual reality and mobile and handheld games to remarkable advances in PC game play and billion dollar blockbuster franchises, the video game industry has evolved into an entertainment and economic powerhouse that drives trends across countless other sectors.

We are on the leading edge of high-tech, developing stunning innovations that transform our products and create new opportunities for player engagement. We are revolutionizing how people consume and interact with media; wide-ranging applications of our technologies now influence business, engineering, health, and education.

Impressive developments in virtual reality and wearable technology promise to provide unparalleled immersive entertainment experiences. As these technologies have advanced, so too have their applications beyond game play: from simulated automotive design and test drives to a virtual reality theme park.

Nearly 200 exhibitors will be on the expo floor showcasing new games and related products. I encourage you to experience them all.

As exciting as the recent past has been, I know the future is even brighter. ESA has been honored to represent this dynamic industry for more than 20 years, and we will continue to enthusiastically advocate on behalf of its artists and creators for years to come.

I know you share our excitement for E3 2015, and hope that you leave with an appreciation of how far our industry has come and anticipation for where we will go. Thank you for joining us for what is sure to be an inspiring and, of course, fun-filled event.


Now, let the show begin!

Sincerely,

A handwritten signature in dark ink, reading 'Michael D. Gallagher'.

Michael D. Gallagher
President and CEO
Entertainment Software Association





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TAKE-TWO BRINGS THE BATTLE TO E3

NEW PROPERTY BATTLEBORN JOINS XCOM 2 IN PUBLISHER'S LINEUP

As the parent company of publishing labels 2K Games, 2K Sports, and Rockstar Games, Take-Two Interactive Software, Inc. utilizes E3 as a platform to spotlight its biggest and brightest new games.

Leading the pack this year is *Battleborn*, a brand new game from 2K Games and *Borderlands* creator Gearbox Software.

"We're very excited about our company's lineup for fiscal year 2016 and we will continue to execute our proven strategy of launching a select array of the highest-quality titles," said Strauss Zelnick, chairman and CEO at Take-Two.

Battleborn is an action game that features a group of unlikely allies fighting for the fate of the universe. The game blends first-person combat with gameplay elements from the multiplayer online battle arena (MOBA) genre. Zelnick said *Battleborn* is a groundbreaking new intellectual property.

It features a cooperative campaign mode as well as multiplayer skirmishes and is slated to release this winter on Xbox One, PlayStation 4, and PC.

"Attendees will be able to see *Battleborn* for the first time, which will be at our booth in a very big way," Zelnick said. "Every year since 2007, we've successfully launched one new hit intellectual property, and this fiscal year we expect it will be *Battleborn*."

For the rest of its E3 lineup, Take-Two Interactive is showcasing proven franchises, and 2K Games' announcement of *XCOM 2* has fans excited for a return trip to that science-fiction universe. Released in 2012, *XCOM: Enemy Unknown* rebooted the beloved tactical strategy series with huge success, netting the game rave reviews—as well as "Game of the Year" awards from several publications.

Firaxis Games is developing the sequel, which is set 20 years following the events of *Enemy Unknown*. Aliens won the previous showdown and now rule the Earth, but the secret, titular paramilitary organization must regroup and defeat the occupied forces for the future of mankind. *XCOM 2* is in development currently for PC and no release date has yet been announced.

From Firaxis and 2K Games is *Sid Meier's Civilization: Beyond Earth – Rising Tide*, an expansion pack

to last year's sci-fi spinoff from the hit *Civilization* strategic franchise. *Rising Tide* promises to add new gameplay elements to the PC game when it releases this fall, and Zelnick called the pack "a thrilling, in-depth expansion."

2K Sports' reliable duo of annual licensed franchises also returns this year, with *NBA 2K16* and *WWE 2K16*. *NBA 2K16* continues the award-winning basketball simulation series and the latest entry is due September 29 for PS4, Xbox One, PlayStation 3, Xbox 360, and PC. Meanwhile, *WWE 2K16* extends the popular professional wrestling series and will be released October 27.

With five significant releases being shown by Take-Two this year, E3 remains a key part of the company's annual plans, providing a prime chance to show its anticipated games to attendees and the world.

"E3 is an important opportunity for our industry and company to illustrate how interactive entertainment is today's most compelling and successful art form," Zelnick said. "In fact, we're the only growth industry in all of entertainment. Global companies and media in attendance is a great way to highlight our industry's innovation and creative excellence."



Sid Meier's Civilization: Beyond Earth – Rising Tide



Strauss Zelnick

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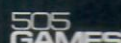
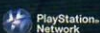
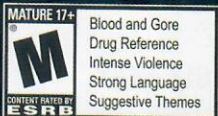
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THE CATZ MEOW

MAD CATZ HITS THE BIG STAGE WITH ROCK BAND 4

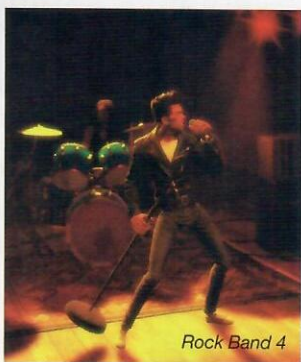
On display for the first time ever at E3 2015, *Rock Band 4* showcases the sweet sounds of collaboration between Mad Catz Inc. and Harmonix Music Systems. Mad Catz will manage global retail sales, promotion, and distribution of the game and hardware, while Harmonix handles digital sales and content. *Rock Band 4* is set for release later this year for PlayStation 4 and Xbox One.

Featuring an enormous collection of music across the rock spectrum, *Rock Band 4* provides gamers with more than 2,000 compatible tracks, integrating much of the music they may already own through previous releases of the franchise. The game features a host of cutting-edge social and gameplay innovations, as well as a new generation of wireless music-oriented video game controllers.

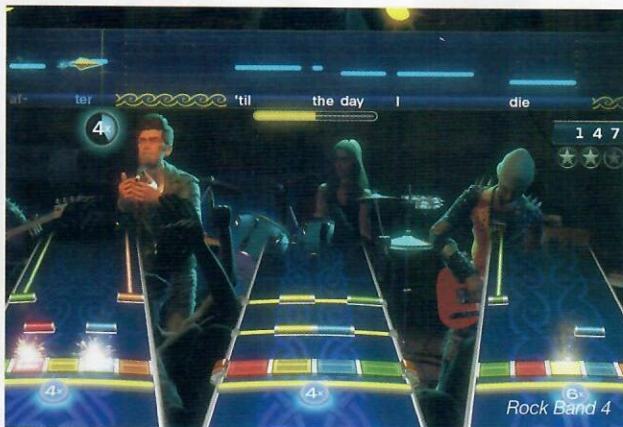
Rock Band 4 will be available in two packages. The all-inclusive Band-in-a-Box Bundle includes the game, a Wireless Fender Stratocaster guitar controller, a wireless drum kit controller, and a microphone. The Guitar Bundle includes the game

along with the Wireless Fender Stratocaster guitar controller.

"We are very excited to bring the band back together, and re-team with Harmonix to deliver the next installment of the legendary franchise to a new generation of consoles," said Darren Richardson, president and CEO of Mad Catz Inc. "Harmonix understands music gaming better than anyone, and we are confident that the unrivaled music selection and next-generation features will prove incredibly enticing to passionate gamers and music fans alike."



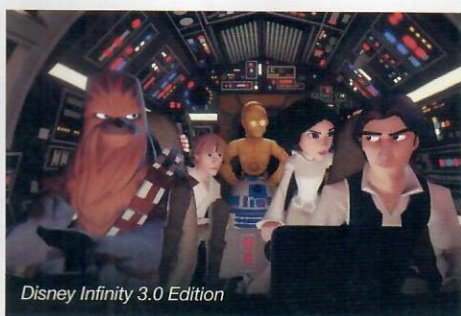
Rock Band 4



Rock Band 4



Rock Band 4 controllers



Disney Infinity 3.0 Edition



STAR WARS EXPANDS DISNEY INTERACTIVE'S MASSIVE UNIVERSE

BELOVED FILM FRANCHISE JOINS TOY-BASED GAME UNIVERSE

Disney Interactive made a big splash in the toys-to-life category with its barrier-breaking *Disney Infinity*, which allows players to use colorful figurines to interact with an array of Disney and Pixar characters in video game worlds. Then last year the company dialed up the action with *Disney Infinity 2.0: Marvel Super Heroes*, which brought comic book heroes into the fray.

At E3 2015, the new *Disney Infinity 3.0 Edition* brings players even more epic experiences, thanks to the addition of the *Star Wars* universe, with figurines and play sets inspired by the classic films as well as by the new movie coming in December.

Multiple play sets allow fans to transport familiar characters into game scenarios using the base peripheral included in the starter kit. The pack features toys and missions based on the three prequel films, with an add-on set based on the original film trilogy. Yet another set will be tied into this year's upcoming film *Star Wars: The Force Awakens*.

This is just the start of *Disney Infinity 3.0*, which also features: a new Marvel Comics set based on *Avengers*; a new set for Disney/Pixar's *Inside Out*; and several classic Disney character figurines. Developed by Avalanche Software, *Disney Infinity 3.0* is due this fall for Xbox One, PlayStation 4, Wii U, PC, Xbox 360, PlayStation 3, iOS, and Android.

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THE OFFICIAL NEWS SITE OF E3
EXCLUSIVE BEHIND THE SCENES COVERAGE

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SHOW INFORMATION

ATM / Cash Machines

- South Hall Lobby.
- Concourse Walkway, Level 1 (between South Hall and West Hall).
- West Hall Lobby, across from the Galaxy Café.

Baggage & Coat Check

- South Hall Lobby.
- West Hall Lobby.

Business Center

- Operated by the Los Angeles Convention Center (LACC).
- Concourse Walkway, Level 1 (between South Hall and West Hall).

College Game Competition

- South Hall, Booth 3023.

E3 Information Counters

- South Hall Lobby.
- West Hall Lobby.
- Please stop by our Information Counters if you have questions, or need assistance.

E3 Show Management Office

- West Hall, Level 2, Room 509.

Exhibitor List and Profiles

- Please refer to pages 30-47 of this publication, or refer to www.E3Expo.com.

Exhibit Hall Maps

- Please refer to pages 22-29 of this publication.

First Aid

- South Hall Lobby.
- West Hall Lobby.
- In case of emergency, dial 3000 on any LACC house telephone.

Food Services

- Galaxy Court—Level 1, West Hall Lobby.
- Compass Café—Overlooking South Hall Lobby.
- Concession stands are available in South and West Halls.
- A variety of food carts and gourmet food trucks are available along the outdoor Concourse walkway.
- Groundworks Coffee South—Adjoining Compass Café seating area.
- Groundworks Coffee West—Level 1, behind Galaxy Court.

Hotel Information Counter

- South Hall Lobby (adjacent to registration).

Into the Pixel 2015

- Concourse Foyer.
- This juried art exhibition showcases the art and artists behind the games.

International Lounge

- South Hall (Level 2, between 300 and 400 meeting rooms).

International Registration (for all non-U.S. residents)

- South Hall Lobby. (Interpreter Services available.)

Internet Access

- Wireless Internet access is available in the South Hall Lobby, Compass Café, West Hall Lobby, and Galaxy Café areas.
- The cost is \$21.95 per day. Please look for the wireless network "E3Expo."
- For those with older model devices that do not support 5GHz, please utilize your 3G or 4G cellular connection.

Interpreters

- Interpreters are available at International Registration, located in the South Hall lobby.

Lost & Found

- E3 Show Management Office (West Hall, Level 2, Room 509).

Media Center

- Petree Hall (Level 1, adjacent to West Hall Lobby).
- Media Registration, Working News Room and Media Hospitality Lounge.
- Open to qualified registered media only.
- Also available: VPO / PR Newswire.

Merchandise Store

- South Hall Lobby.
- From T-shirts, hats and bags, to kids' wear, outerwear, travel mugs (and much more). Get your E3 gear at the official E3 Merchandise Store.

Mobile & Social Game Pavilion

- South Hall, Booth 2823.

Publication Distribution Center

- In addition to the many exhibitors distributing publications from their booths, the following industry-related publications are available in South and West Hall Lobbies:
 - Comprar Magazine*
 - Edge*
 - Gamers-On*
 - Kidscreen*
 - MCV*
 - PocketGamer Connects*
 - TWICE*
 - Walmart GameCenter Magazine*

Registration

- **Attendees:** South Hall Lobby.
- **Exhibitors:** Kentia Hall Foyer (take escalators down from South Hall Lobby).
- **International:** South Hall Lobby.
- **Media:** Petree Hall (in Media Center).

Security Offices

- South Hall (adjacent to exhibit floor entrance).
- West Hall (Level 1, next to elevators).

Shuttle Buses

- Please refer to page 20 for a list of all E3 shuttle routes and hotels.
- Attendees who booked in the official E3 Hotel block receive a complimentary shuttle wristband.



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SHOW INFORMATION

- To purchase a wristband (\$75), please visit the E3 Show Office (West Hall, Level 2, Room 509).

Smoking

- Smoking is not permitted at the Los Angeles Convention Center during E3.
Thank you for your cooperation.

Taxis

- West Hall (exit Main Entrance).
- South Hall (exit from Lobby, past First Aid, and onto Pico Drive).

Wheelchairs

- To obtain a wheelchair, please go to a First Aid Station (located in South and West Lobbies). *Note: motorized wheelchairs must be ordered in advance for a fee.*

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ONLINE AT E3INSIDER.COM

- Live streaming press conferences
- VIDEOS and PHOTOS - live from E3
- DETAILS on E3 exhibitor products
- All SHOW DAILY stories
- E3 FLOORPLANS, heat maps
- And much, much more

DOWNLOADING
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SEARCH YOUR APP STORE OR GOOGLE PLAY FOR: **E3 2015**

AVAILABLE ONLINE AT:
<https://m.core-apps.com/e32015>

HOURS OF OPERATION

	TUESDAY, JUNE 16	WEDNESDAY, JUNE 17	THURSDAY, JUNE 18
Exhibits:	12:00 p.m. - 6:00 p.m.	10:00 a.m. - 6:00 p.m.	10:00 a.m. - 5:00 p.m.
Registration:	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 5:00 p.m.
Meeting Rooms:	12:00 p.m. - 6:00 p.m.	9:00 a.m. - 6:00 p.m.	9:00 a.m. - 5:00 p.m.

Complimentary shuttle bus service is available to all E3 attendees who have booked reservations in the official hotel room block. Wristbands to access the shuttle service will be distributed at hotel check-in to attendees staying within the E3 official hotel block.

Shuttle Information

Complimentary shuttle service is provided between the Los Angeles Convention Center (LACC) and the following hotels:

Hotel	Route	Shuttle Boarding Location at Hotel
Beverly Hilton	7	Bus Cutout on Wilshire Blvd.
Beverly Wilshire, A Four Seasons Hotel	7	Curbside on El Camino
DoubleTree Downtown	2	Curbside on Los Angeles Street
Hilton Checkers	3	Walk to Millennium Biltmore - Grand Ave. Entrance
Hilton Garden Inn / Hollywood	6	Curbside on Highland Ave.
Hilton Universal City	8	Front Entrance - Circle Drive
Hollywood Roosevelt Hotel	6	Curbside on Hollywood Blvd.
Hyatt Regency Century Plaza	7	Curbside on Avenue of the Stars
JW Marriott Santa Monica Le Merigot	9	Curbside in Front of Hotel
Kawada Hotel Los Angeles	2	On 2nd Street - Corner of Hill
LA Hotel Downtown	1	Walk to Westin Bonaventure - Curbside on Figueroa St.
Le Meridien Delfina Santa Monica	9	Curbside in Front of Hotel
Loews Hollywood Hotel	6	Johnny Grant Way (Side Doors)
Loews Santa Monica	9	Curbside in Front of Hotel
Los Angeles Athletic Club	3	Walk to the Sheraton - Curbside on Hope
Millennium Biltmore	3	Curbside on Grand Ave. - End of the driveway
Miyako Hotel	2	Curbside in Front of Hotel
O Hotel	3	Curbside in Front of Hotel
Radisson Hotel at USC	5	Front Entrance
Ritz Milner Los Angeles	3	Curbside in Front of Hotel
Sheraton Downtown	3	Curbside on Hope
Sheraton Universal	8	Front Entrance
Standard Downtown LA	1	Across Street on Flower - NW corner of 6th & Flower
The Garland (formerly the Beverly Garland)	8	Curbside in Front of Hotel
The Historic Mayfair	4	Curbside on 7th Street
The Line - Los Angeles	4	Curbside on Normandy
Westin Bonaventure Hotel	1	Figueroa Street Entrance

LOS ANGELES
CONVENTION CENTER
June 16 -18, 2015

The following hotels are walking distance to the LACC: JW Marriott at LA Live, Courtyard at LA Live, Residence Inn at LA Live, Ritz-Carlton, Luxe City Center and the Figueroa Hotel

Hours of Service

Routes 1-5:

Downtown

Tuesday, June 16

10:00 am - 2:00 pm	Every 10-15 minutes
2:00 pm - 4:00 pm	Every 30 minutes *
4:00 pm - 7:00 pm	Every 10-15 minutes

Wednesday, June 17

8:00 am - 11:00 am	Every 10-15 minutes
11:00 am - 4:00 pm	Every 30 minutes *
4:00 pm - 7:00 pm	Every 10-15 minutes

Thursday, June 18

8:00 am - 11:00 am	Every 10-15 minutes
11:00 am - 3:00 pm	Every 30 minutes *
3:00 pm - 6:00 pm	Every 10-15 minutes

* Departs convention center on the hour and half-hour

Routes 1-5 depart from South Hall

Routes 6-9:

Hollywood / Century City / Beverly Hills / Universal / Santa Monica

Tuesday, June 16

10:00 am - 2:00 pm	Every 15-20 minutes
2:00 pm - 4:00 pm	Every 30 minutes *
4:00 pm - 7:00 pm	Every 15-20 minutes

Wednesday, June 17

8:00 am - 11:00 am	Every 15-20 minutes
11:00 am - 4:00 pm	Every 30 minutes *
4:00 pm - 7:00 pm	Every 15-20 minutes

Thursday, June 18

8:00 am - 11:00 am	Every 15-20 minutes
11:00 am - 3:00 pm	Every 30 minutes *
3:00 pm - 6:00 pm	Every 15-20 minutes

* Departs convention center on the hour and half-hour

Routes 6-9 depart from West Hall

Schedule may vary due to traffic and weather conditions
Last bus leaves from hotels 60 minutes prior to end time with no return service.



For Shuttle Information and Special Assistance: (310) 900-9525
Please call at least 60 minutes prior to desired pick-up time.

Transportation Managed By:  Production Transport

Airport Shuttle

Express Service to LAX from LACC West Hall
Purchase tickets at the West Hall Shuttle Information Desk.

Thursday, June 18

1:00 pm - 7:00 pm
every hour on the hour

TICKETS: \$15.00 per person

Note: This is a preliminary shuttle schedule and is subject to change.
Please check the signage in your hotel lobby, upon your arrival in Los Angeles, for the most current information.

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SOUTH HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 15, 2015

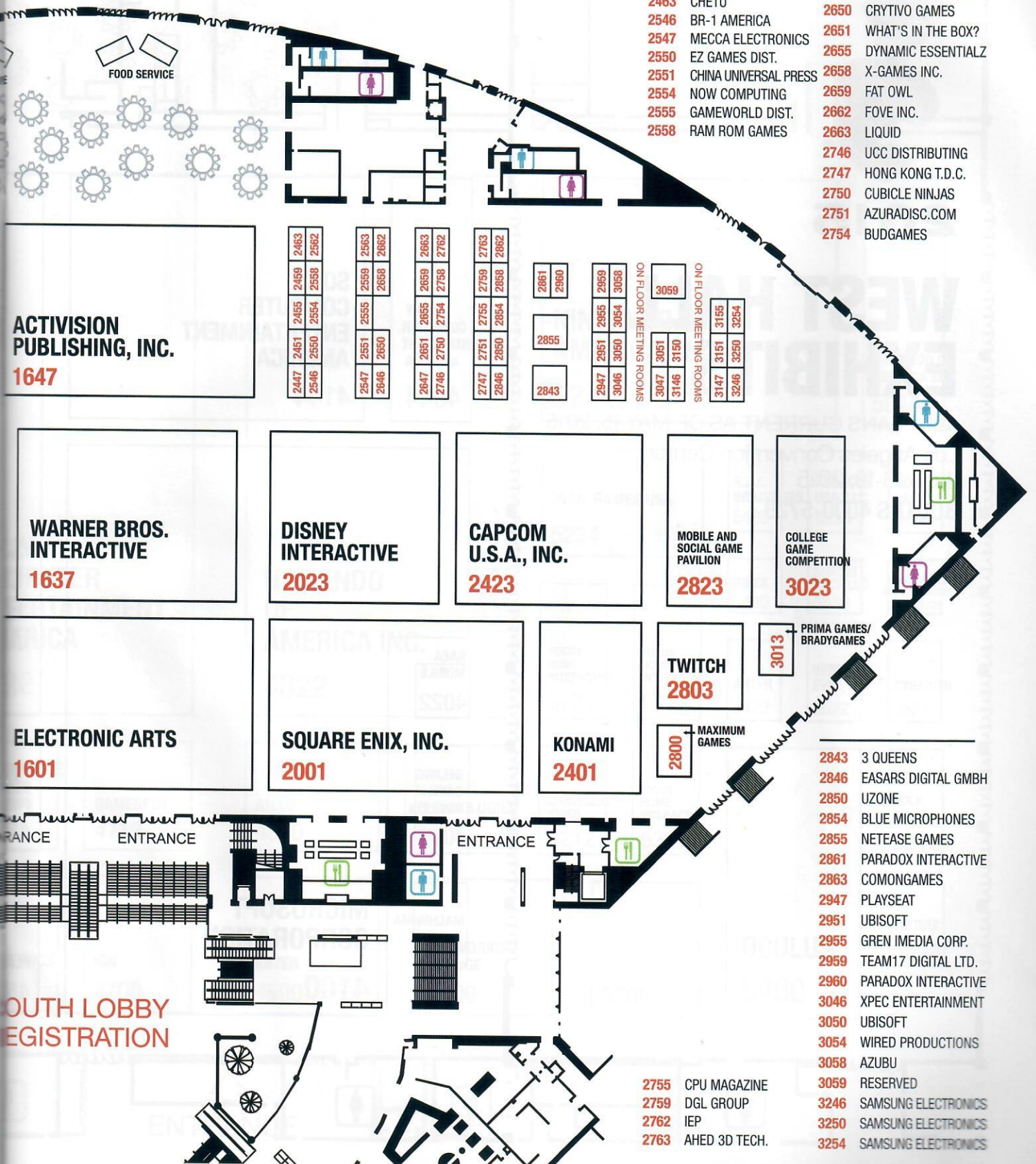
Los Angeles Convention Center
June 16-18, 2015

BOOTHS 223-3254



KEY

2447	DREAMGEAR	2562	WIT ENTERTAINMENT
2451	CREATIVE MIND INT.	2563	VUZIX CORPORATION
2455	WORLDWIDE GAMING TV	2646	MAYFLASH LIMITED
2459	GI-CLUSTER	2647	GAMECHURCH.COM
2463	CHETU	2650	CRYTIVO GAMES
2546	BR-1 AMERICA	2651	WHAT'S IN THE BOX?
2547	MECCA ELECTRONICS	2655	DYNAMIC ESSENTIALZ
2550	EZ GAMES DIST.	2658	X-GAMES INC.
2551	CHINA UNIVERSAL PRESS	2659	FAT OWL
2554	NOW COMPUTING	2662	FOVE INC.
2555	GAMEWORLD DIST.	2663	LIQUID
2558	RAM ROM GAMES	2746	UCC DISTRIBUTING
		2747	HONG KONG T.D.C.
		2750	CUBICLE NINJAS
		2751	AZURADISC.COM
		2754	BUDGAMES





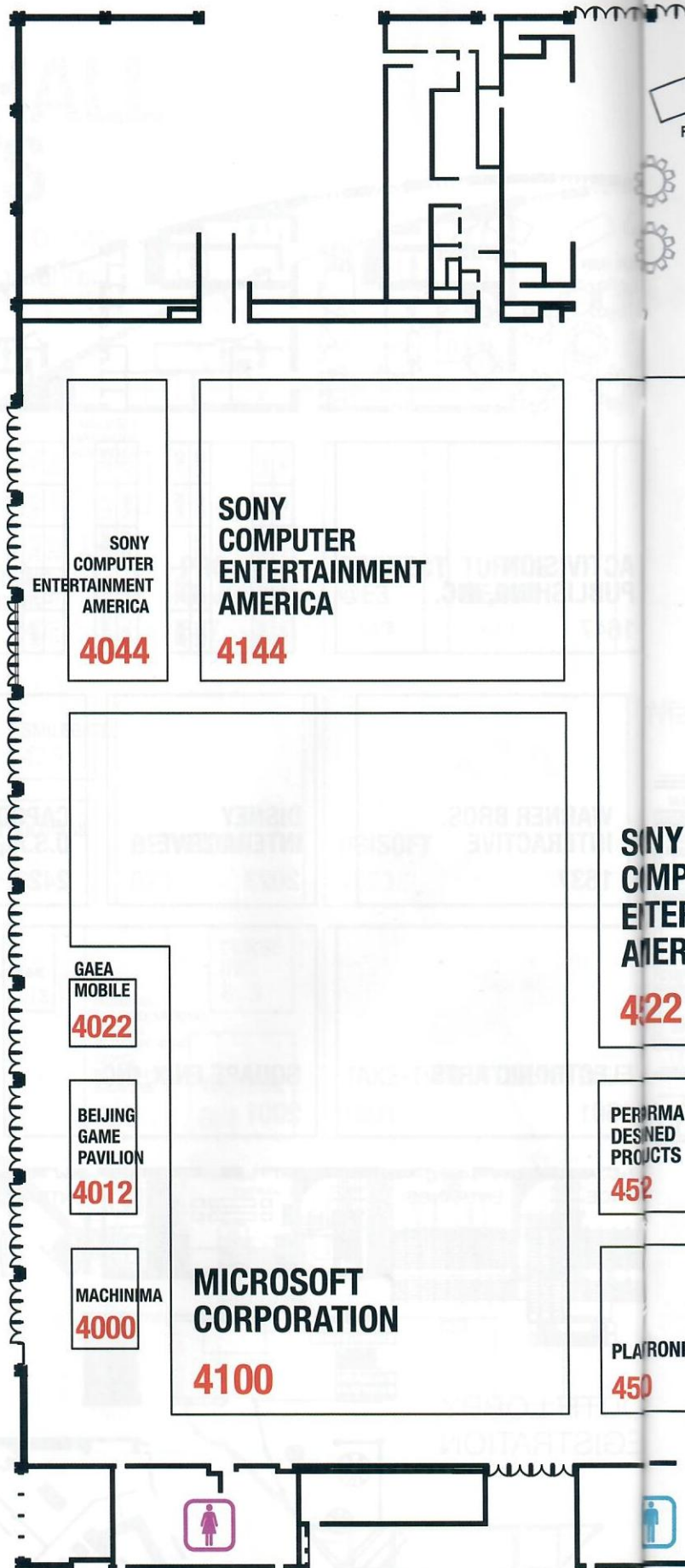
2015

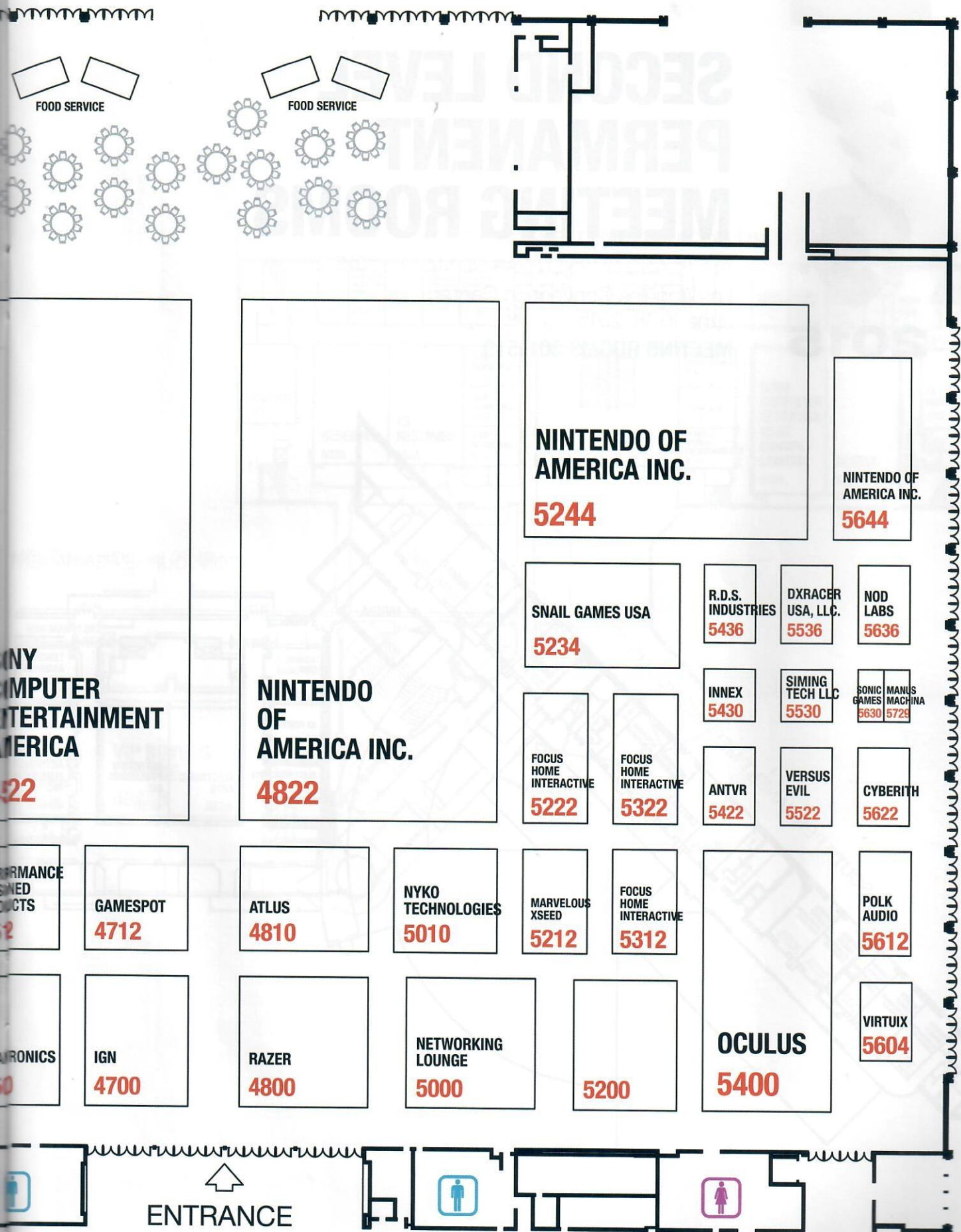
WEST HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 15, 2015

Los Angeles Convention Center
June 16-18, 2015

BOOTHS 4000-5729







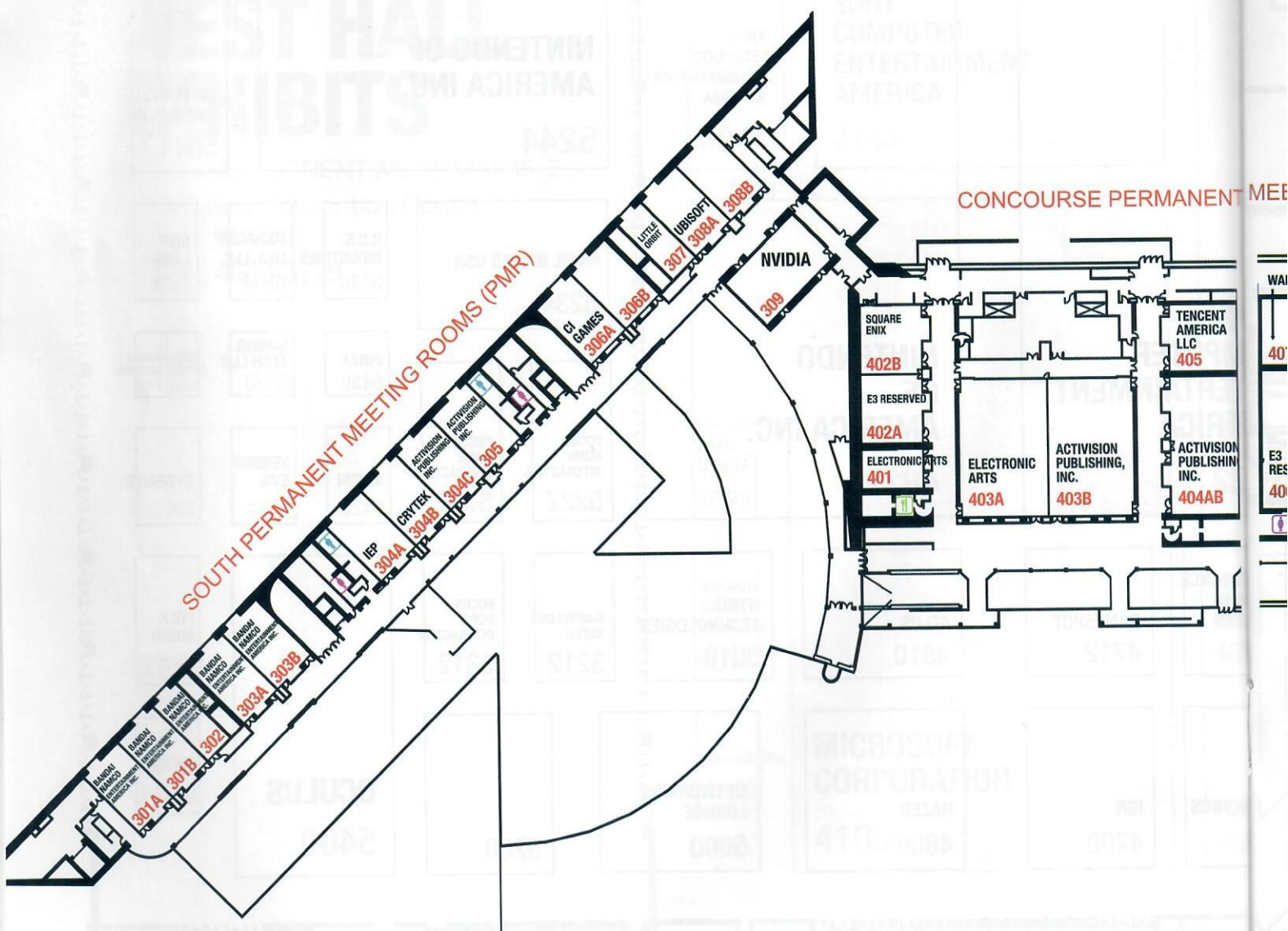
SECOND LEVEL PERMANENT MEETING ROOMS

ALL PLANS CURRENT AS OF MAY 15, 2015

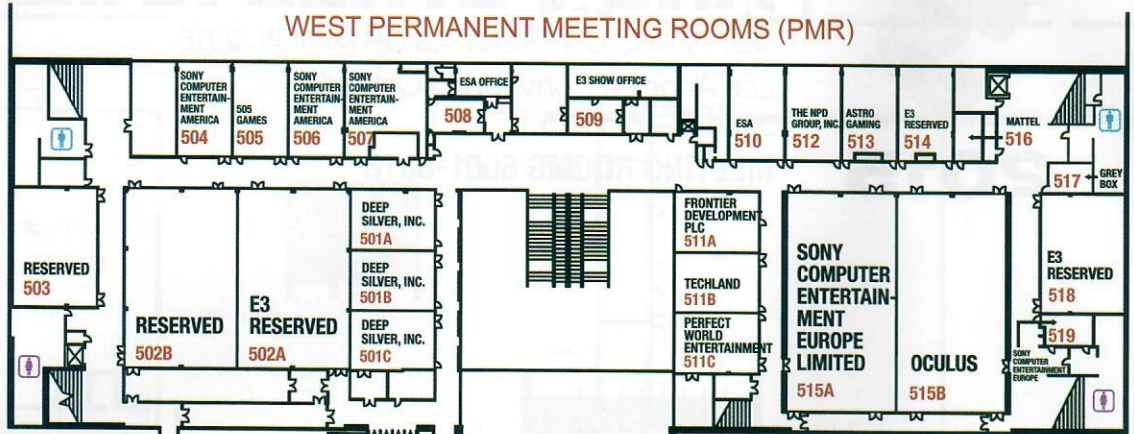
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June 16-18, 2015

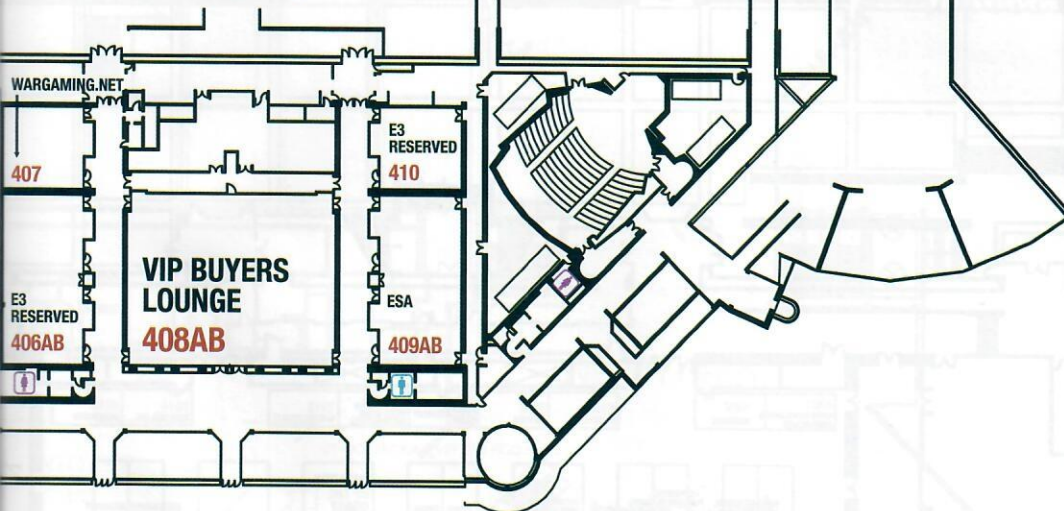
MEETING ROOMS 301-519



WEST PERMANENT MEETING ROOMS (PMR)



MEETING ROOMS (PMR)



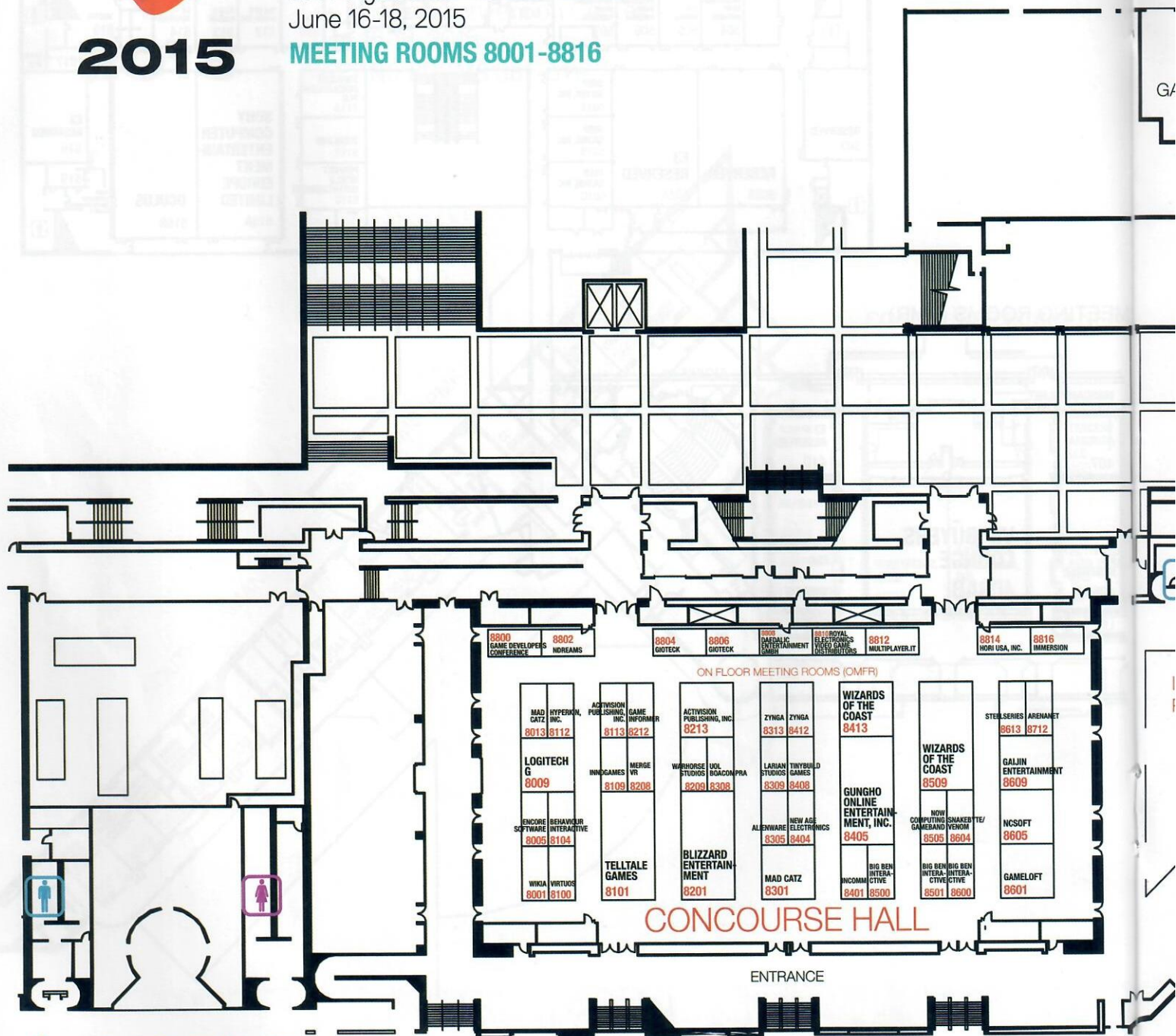


FIRST LEVEL: CONCOURSE AND PETREE HALLS

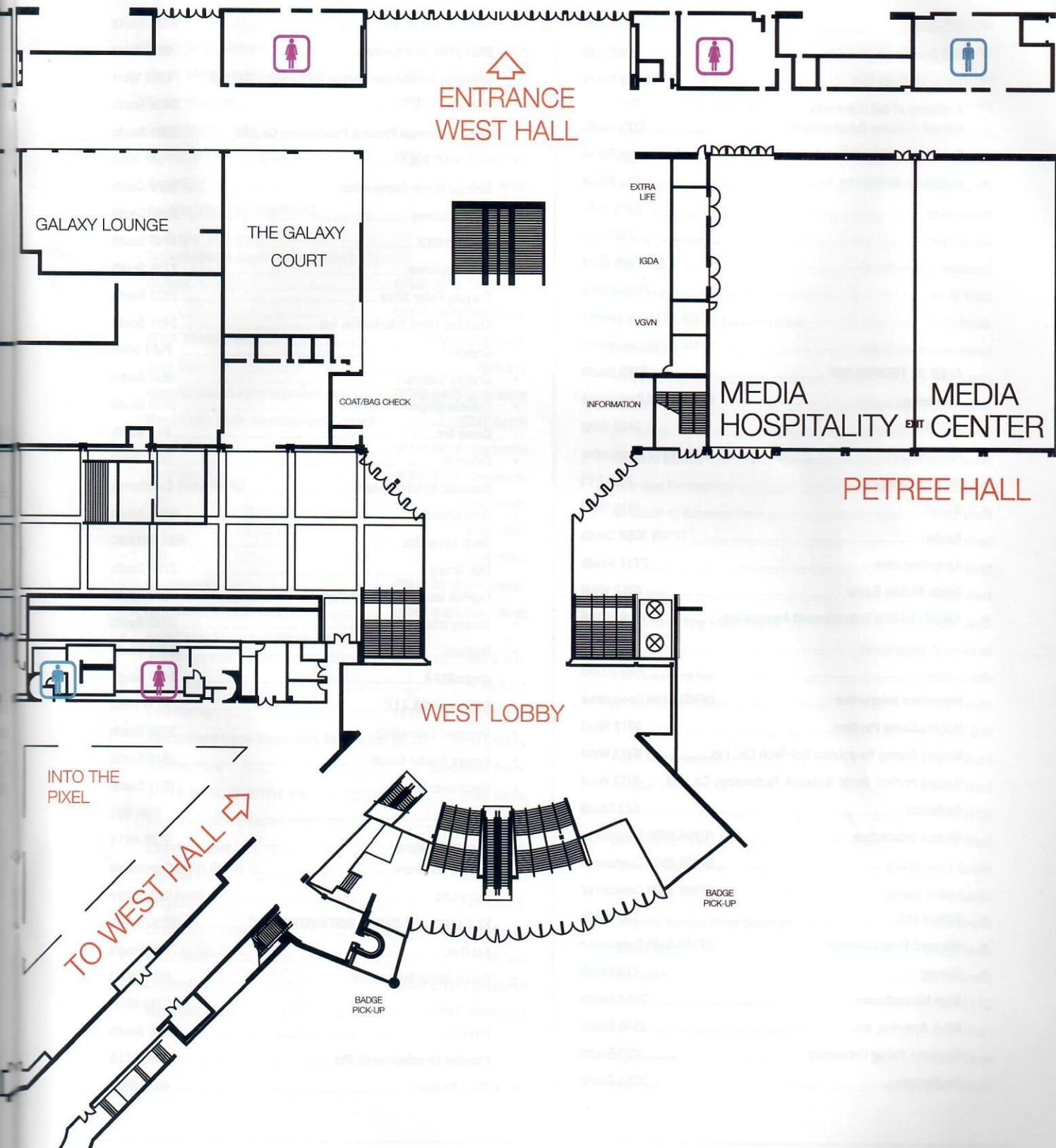
ALL PLANS CURRENT AS OF MAY 15, 2015

Los Angeles Convention Center
June 16-18, 2015

MEETING ROOMS 8001-8816



← TO SOUTH HALL



• FIRST
LOOKS

COMPANY

EXHIBIT SPACE

- **3 Queens** 2843 South
- 505 Games PMR 505
- Abysmal Ninja LLC 2823 South
- Academy of Art University,
School of Game Development 3023 South
- Academy of Interactive Arts & Sciences Concourse Foyer
- **Activision Publishing, Inc.** 1647 South
- PMR 304C
- PMR 305
- PMR 403B
- PMR 404AB
- OFMR 8113 Concourse
- OFMR 8213 Concourse
- AHED 3D TECHNOLOGY 2763 South
- Alienware OFMR 8305 Concourse
- **ANTVR** 5422 West
- ArenaNet OFMR 8712 Concourse
- **Astro Gaming** PMR 513
- **ATLUS** 4810 West
- Azubu OFMR 3058 South
- Azuradisc.com 2751 South
- Baidu Mobile Game 4012 West
- **BANDAI NAMCO Entertainment America Inc.** PMR 301AB
- PMR 302
- PMR 303AB
- Behaviour Interactive OFMR 8104 Concourse
- Beijing Game Pavilion 4012 West
- Beijing Guang Yu-zaixian Sci-Tech Co., Ltd. 4012 West
- Beijing Perfect World Network Technology Co., Ltd. 4012 West
- Bethesda 623 South
- Bigben Interactive OFMR 8500 Concourse
- OFMR 8501 Concourse
- OFMR 8600 Concourse
- **BitBox Ltd.** 547 South
- **Blizzard Entertainment** OFMR 8201 Concourse
- **Bloody** 413 South
- Blue Microphones 2854 South
- BR-1 America, Inc. 2546 South
- Brigham Young University 3023 South
- BudGames 2754 South

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COMPANY

EXHIBIT SPACE

- **Capcom U.S.A., Inc.** 2423 South
- ChangYou.com Limited 4012 West
- Chengdu Westhouse Shiyu Technology Co., Ltd. 4012 West
- Chetu Inc 2463 South
- China Universal Press & Publication Co., Ltd. 2551 South
- **CI GAMES S.A.** PMR 306A
- College Game Competition 3023 South
- ComonGames 2863 South
- Connect@E3 1043 South
- CPU Magazine 2755 South
- Crayola Color Alive 2823 South
- Creative Mind Interactive, Inc 2451 South
- Crytek PMR 304B
- **Crytivo Games.** 2650 South
- **Cubicle Ninjas** 2750 South
- Curse Inc. 813 South
- **Cyberith** 5622 West
- Daedalic Entertainment OFMR 8808 Concourse
- **Deckbound** 2823 South
- Deep Silver, Inc. PMR 501ABC
- DGL Group 2759 South
- DigiPen Institute of Technology 3023 South
- **Disney Interactive** 2023 South
- **DotEmu** 2823 South
- dreamGEAR 2447 South
- DXRacer USA, LLC 5536 West
- **Dynamic Essentialz** 2655 South
- **Easars Digital GmbH** 2846 South
- **Electronic Arts** 1601 South
- PMR 401
- PMR 403A
- Encore Software OFMR 8005 Concourse
- Extra Life West Hall Lobby
- EZ GAMES / EZ CARDS DISTRIBUTION INC 2550 South
- Fat Owl 2659 South
- **Focus Home Interactive** 5322 West
- 5312 West
- FOVE Inc. 2662 South
- Frontier Developments Plc PMR 511A
- **Gaea Mobile** 4022 West

• FIRST LOOKS

COMPANY

EXHIBIT SPACE

GAEMS Inc.	1347 South
Gaijin Entertainment	OFMR 8609 Concourse
Game Developers Conference	OFMR 8800 Concourse
Game Informer	OFMR 8212 Concourse
Gamechurch.com	2647 South
GAMELOFT	OFMR 8601 Concourse
GameSpot	4712 West
GAMEWORLD DISTRIBUTORS	2555 South
gi-Cluster [Gaming and Creative Technologies & Applications Cluster]	2459 South
Gioteck	OFMR 8804 Concourse
	OFMR 8806 Concourse
GREN iMedia Corp.	OFMR 2955 South
Grey Box	PMR 517
GungHo Online Entertainment Inc.	OFMR 8405 Concourse
Hong Kong Trade Development Council	2747 South
• HORI USA, INC.	OFMR 8814 Concourse
Hyperkin, Inc.	OFMR 8112 Concourse
IEP	2762 South
	PMR 304A
IGN	4700 West
Immersion	OFMR 8816 Concourse
InComm	OFMR 8401 Concourse
• IndieCade: The International Festival of Independent Games	601 South
• Innex, Inc.	5430 West
InnoGames	OFMR 8109 Concourse
International Game Developers Association (IGDA)	West Lobby
Into the Pixel	Concourse Foyer
INTRALOT INTERACTIVE S.A.	2459 South
• Konami Digital Entertainment, Inc.	2401 South
Larian Studios	OFMR 8309 Concourse
Layabox Ltd.	4012 West
• LazyLand	2459 South
Liquid	2663 South
• Little Orbit	PMR 307
Logitech G	OFMR 8009 Concourse
Machinima Inc.	OFMR 4000 West

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EXHIBIT SPACE

• Mad Catz, Inc.	2823 South
	OFMR 8301 Concourse
	OFMR 8013 Concourse
• MADFINGER GAMES, a.s.	417 South
• Manus Machina	5729 West
Mattel	PMR 516
• Maximum Games	2800 South
MAYFLASH LIMITED	2646 South
Mecca Electronics	2547 South
• Merge VR	OFMR 8208 Concourse
• Microsoft Corporation	4100 West
Mobile and Social Game Pavilion	2823 South
Multiplayer.it	OFMR 8812 Concourse
Natsume Inc.	513 South
NCSOFT	OFMR 8605 Concourse
• nDreams	OFMR 8802 Concourse
NetEase Games	OFMR 2855 South
New Age Electronics	OFMR 8404 Concourse
Nintendo of America Inc.	4822 West
	5244 West
	5644 West
Nod Labs	5636 West
Now Computing - Gameband	2554 South
	OFMR 8505 Concourse
NTT Resonant Inc.	2823 South
• NVIDIA Corporation	2823 South
	PMR 309
Nyko Technologies	5010 West
Oculus	5400 West
	PMR 515B
Ourpalm Co., Ltd.	4012 West
Paradox Interactive	OFMR 2861 South
	OFMR 2960 South
Paspartu Localization Services	2459 South
PATCH TECH	2823 South
PeaceOFF	2459 South
• Perfect World Entertainment	PMR 511C
• Performance Designed Products	4512 West
Plantronics	4500 West
Playseat	OFMR 2947 South

• FIRST LOOKS

COMPANY

EXHIBIT SPACE

• Polk Audio	5612 West
Prima Games/BradyGames	3013 South
Pro Vs. GI Joe	847 South
Qihu Technology Co., Ltd.	4012 West
R.D.S. INDUSTRIES INC	5436 West
Ram Rom Games VIDEO GAME DISTRIBUTOR	2558 South
Razer	4800 West
• RIZING GAMES	2823 South
RoundTable Studio	2823 South
Royal Electronics Inc VIDEO GAME DISTRIBUTOR	OFMR 8810 Concourse
Samsung Electronics Co., Ltd.	OFMR 3246 South
	OFMR 3250 South
	OFMR 3254 South
Savannah College of Art & Design	3023 South
Seasun Holdings Limited	423 South
SEGA Games Co., Ltd.	PMR 501A
• Simeng Tech LLC	5530 West
• Smilegate	435 South
• Snail Games USA	5234 West
Snakebyte / Venom	OFMR 8604 Concourse
Sonic Games Inc.	5630 West
• Sony Computer Entertainment America LLC	4044 West
	4144 West
	4522 West
	PMR 504
	PMR 506
	PMR 507
Sony Computer Entertainment Europe Limited	PMR 515A
	PMR 519
Square Enix, Inc.	2001 South
	PMR 402B
• SteelSeries	OFMR 8613 Concourse
• Take-Two Interactive Software, Inc.	1001 South
• Team17 Digital Ltd	OFMR 2959 South
Telltale Games	OFMR 8101 Concourse
Tencent America LLC	PMR 405
The NPJ Group, Inc.	PMR 512
• tinyBuild Games	OFMR 8408 Concourse
Trebbble	2459 South

• FIRST LOOKS

COMPANY

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TWITCH	2803 South
U1 Game Digital Entertainment Beijing Co., Ltd.	4012 West
• Ubisoft Entertainment	1023 South
	PMR 308A
	OFMR 2951 South
	OFMR 3050 South
UCC DISTRIBUTING INC.	2746 South
University of Utah Entertainment Arts and Engineering Program	3023 South
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• Versus Evil LLC	5522 West
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Videogame History Museum	223 South
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Worldwide Gaming TV Show	2455 South
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• 3 QUEENS**2843 SOUTH**

Mt Pleasant, SC, USA
www.3queensmedia.com

Cara Florence, Co-founder;
 Maureen Coffey-Edri, Co-founder

505 GAMES**PMR 505**

Woodland Hills, CA, USA
www.505games.com

Ian Howe, President; Tim
 Woodley, SVP Global Brand
 & Marketing

505 Games is a global video game publisher offering a broad selection of titles for players of all ages and levels. The company publishes games on console and handheld platforms as well as for mobile devices and social networks. Offices in Los Angeles, Milton Keynes, UK, Lyon, Munich, Milan and Madrid and the Nordic territories and Australia.

ABYSMAL NINJA LLC**2823 SOUTH**

Saint Francis, WI, USA
abysmalninja.net

Paul Drankiewicz, Lead Designer and Product Owner; Nicholas Searcy, Lead Business Developer; Michael Coulliard, Lead Programmer

We are a Midwest-based indie game studio. We are a group of dedicated professionals that are passionate about making affordable games with low overhead. We have been in business for over a year and will be releasing our first title, "Extreme Exterminators" later this year for PC, with aims for console distribution in the future.

ACADEMY OF ART UNIVERSITY, SCHOOL OF GAME DEVELOPMENT**3023 SOUTH**

San Francisco, CA, USA

ACADEMY OF INTERACTIVE ARTS & SCIENCES**CONCOURSE HALL FOYER**

Inglewood, CA, USA
www.interactive.org

Martin Rae, President; Terrence Myers, Executive Producer; Lyn Soo Hoo, Director of Finance; Debby Chen, Marketing & Communications Director; Niyosha Arthur, Event Manager

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize the outstanding achievements in the interactive entertainment industry worldwide. The Academy conducts the annual D.I.C.E. Awards, D.I.C.E. Summit and D.I.C.E. Europe conferences.

• ACTIVISION PUBLISHING, INC.

1647 SOUTH, PMR 304C, PMR 305, PMR 403B, PMR 404AB,
 OFMR 8113 CONCOURSE,
 OFMR 8213 CONCOURSE

Santa Monica, CA, USA
www.activision.com

Bobby Kotick, President and CEO, Activision Blizzard; Thomas Tipler, COO, Activision Blizzard; Eric Hirshberg, CEO, Activision Publishing; Mary Osako, SVP, Global Communications, Activision Publishing; Tim Ellis, EVP and CMO, Activision Publishing

Headquartered in Santa Monica, CA, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. More information about Activision and its products can be found at www.activision.com or by following @Activision.

AHED 3D TECHNOLOGY**2763 SOUTH**

Gold Coast, Queens, Australia
www.8h3d.com

ALIENWARE**OFMR 8305 CONCOURSE**

Round Rock, TX, USA
www.alienware.com

Alienware, Dell is high performance PC gaming brand, offers unique and award-winning PCs that incorporate innovative engineering, aggressive design and the most advanced components in the industry. Alienware is an active and influential member of the gaming community committed to the advancement of PC gaming.

• ANTVR**5422 WEST**

Beijing, China
www.antvr.com

ARENANET**OFMR 8712 CONCOURSE**

Bellevue, WA, USA
www.guildwars2.com

Meelad Sadat, Head of Global Communications; Steve Fowler, Head of Global Marketing; Bryan Chu, Global Brand Director

Founded in 2000, ArenaNet is the developer of the Guild Wars franchise. Guild Wars 2 won multiple game-of-the-year awards and launched in 2012 as the fastest-selling Western MMO ever. The expansion, Guild Wars 2: Heart of Thorns, promises innovative approaches to game play, endgame progression, and competitive game modes. www.guildwars2.com.

• ASTRO GAMING**PMR 513**

San Francisco, CA, USA
www.astrogaming.com

Brandon Smith, PR Manager

Our company lives at the epicenter of technology, lifestyle and design. For years we've been involved in the design of many forms of consumer electronics, particularly in the video gaming arena. With "gaming lifestyle" quickly taking root, ASTRO Gaming gives people an authentic gaming brand to rally around at the heart of this culture.

• ATLUS**4810 WEST**

Irvine, CA, USA
www.atlus.com

John Hardin, PR Manager; Robyn Koshi, Sr. Marketing Manager; Bill Alexander, VP of Business Development; Mitsuhiro Tanaka, General Manager

Atlus U.S.A., Inc. is known for high-quality, deeply immersive, uniquely Japanese video game experiences, with award-winning titles that reach across a variety of genres and platforms, including the Shin Megami Tensei and Persona franchises.

AZUBU**OFMR 3058 SOUTH**

Sherman Oaks, CA, USA
www.azubu.tv

Kat Jones, Director of Marketing; Abe Gottesman, VP Business Development/Marketing; Ian Sharpe, CEO

Azubu is a premium global livestreaming and eSports platform, providing unparalleled gaming, viewing, and interactive experiences for both broadcasters and the community. Coming together to watch the biggest

names and tournaments, users across the globe engage in the highest definition eSport content.

AZURADISC.COM 2751 SOUTH

Mesa, AZ, USA
www.azuradisc.com

Jaosn Bauer, President/CEO;
Mary Johnston, Sales
and Production

Azuradisc Manufacturers CD/DVD/Blu-Ray Disc Repair Machines, and offers a mail in Scratch Removal Service, Disc Care and Security Anti-Theft Products. Microfiber wiping cloths, Anti-Static Spray Cleaners Safe for Touch Screens and Optical Discs.

BAIDU MOBILE GAME 4012 WEST

Beijing, China
www.baidu-mgame.com

Fei Wang, CEO; Wei Gu,
Vice President; Shaoyang E,
Assistant to the President;
Yin Liu, Overseas Director; Bo
Zhou, Senior Overseas Game
Operation Manager

Baidu, also known as "China's Google," is China's primary mobile game distribution platform and publisher. Relying on its huge popularity in China, Baidu occupies nearly 60% of all internet searches on both PC and Mobile devices and 42.48% of all android game users. We are looking forward to make your games a huge success in China!

• BANDAI NAMCO ENTERTAINMENT AMERICA INC. PMR 301AB, PMR 302, PMR 303AB

San Jose, CA, USA
www.bandainamcoent.com

Denny Chiu, Director,
Communications & Social
Media; Jason Enos, Director,

Brand and Latin American
Marketing; Dennis Lee, Director,
Brand Marketing; Chris Gilbert,
Senior VP, Sales and Marketing

BANDAI NAMCO
Entertainment America Inc. is a leading publisher and developer of interactive entertainment for all major video game consoles, iOS and Android powered mobile devices, and PCs. The company has created and published many of the industry's top franchises, including PAC-MAN, TEKKEN, NARUTO SHIPPUDEN, DRAGON BALL, and DARK SOULS.

BEHAVIOUR INTERACTIVE OFMR 8104 CONCOURSE

Montreal, Quebec, Canada
www.bhvr.com

Remi Racine, CEO; Wayne
Meazza, VP, Business
Development; Chris Ferreira,
Creative Lead, Business
Development; Yves Lachance,
SVP, Strategic Partnerships;
Nathan Richardsson,
Executive Producer

We are one of the largest independent game studios, employing 325 people in Montreal and Santiago. Our objective is to deliver high-quality, successful games, while staying on the cutting-edge of the industry trends in the digital markets, and exploring fresh ideas and connected experiences to keep players entertained.

BEIJING GAME PAVILION 4012 WEST

Beijing, China
www.bjppb.gov.cn

BEIJING GUANG YU- ZAIXIAN SCI-TECH CO., LTD. 4012 WEST

Beijing, China
www.gyyx.cn

Qing Liu, Assistant to the
General Manager; Yongming
Pu, VP, Mobile Gaming Division
General Manager

One of the ten major domestic online game operators, mega game player online gaming platform, is also well-known online game development company.

BEIJING PERFECT WORLD NETWORK TECHNOLOGY CO., LTD. 4012 WEST

Beijing, China
www.pwrd.com

Tingting Qiao, Director

We are a leading online game developer and operator based in China. Our strong technology and creative game design capabilities, combined with our extensive knowledge and experiences in the online game market, enable us to frequently and promptly introduce games catering to changing customer tastes and market trends.

BETHESDA 623 SOUTH

Rockville, MD, USA
www.bethsoft.com

BIGBEN INTERACTIVE OFMR 8500 CONCOURSE, OFMR 8501 CONCOURSE, OFMR 8600 CONCOURSE

Lesquin cedex, France
www.bigben.eu

Isabelle Houzet, Head of
Marketing Group; Florence
Santer, Head of Export; Benoît
Clerc, Head of Software
Group; Yannick Allaert, Head
of Purchase & Development;
Laurent Honoret, Head of
Sales Group

The European leader in Gaming & Mobile/Tablet accessories and well recognized videogames publisher and distributor (WRC5, Rugby15, MotoGP series, MXGP, Motorcycle Club, I love My Series, etc.). With 7 subsidiaries and a large worldwide distribution network, Bigben is a key partner for many EU companies (Turtle Beach, Milestone).

• BITBOX LTD. 547 SOUTH

Moscow, Russia
lifeisfeudal.com

Vladimir Piskunov, CEO; Alex
Korolkov, COO; Craig
Mouser, North American
Operations; Stephanie Foster,
Community Manager

BitBox Ltd. is a small indie development studio, currently working on its flagship product, a multiplayer sandbox RPG: Life is Feudal.

• BLIZZARD ENTERTAINMENT OFMR 8201 CONCOURSE

Irvine, CA, USA
blizzard.com

Mike Morhaime, CEO and Co-
founder; Frank Pearce, Chief
Development Officer and Co-
founder; Rob Hilburger, VP of
Global Communications

Best known for blockbuster hits including World of Warcraft and the Warcraft, StarCraft and Diablo franchises, Blizzard Entertainment, Inc., a division of Activision Blizzard, is a premier developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games.

• **BLOODY****413 SOUTH**Chino, CA, USA
www.bloody.com**Bill Hsu, VP, Sales and Marketing**

Bloody: Your gaming peripheral brand that caters to you. Come visit our booth to see what Bloody has cooked up this year, with our light speed infrared micro switch, infrared scroll wheel, and light strike mechanical infrared switch.

• **BR-1 AMERICA, INC.****2546 SOUTH**Doral, FL, USA
www.br-1.com

William Shie; Mirna Nolasco; Sigrid Toledano; Irellys Lopez; Jessica Lujan

BR-1 America is a master video game distributor for Latin America. Direct with all major publishers, we serve all countries in South America and the Caribbean. A wide range of on-hand inventory along with competitive prices have made us the leading distributor throughout Latin America. BR-1 is the official distributor for Ubisoft and Activision.

• **BRIGHAM YOUNG UNIVERSITY****3023 SOUTH**Provo, UT, USA
gamedev.byu.edu• **CAPCOM U.S.A., INC.****2423 SOUTH**San Mateo, CA, USA
www.capcom.com

Francis Mao, Senior Director of Marketing, Creative, Licensing, Consumer Products and Events; Alicia Kim, Senior Director of PR, Community and Social Media

Capcom is a leading worldwide developer,

publisher and distributor of interactive entertainment for game consoles, PCs, handhelds and wireless devices. The company has created hundreds of games, including best-selling franchises Resident Evil(R), Street Fighter(R), Mega Man(R), and Devil May Cry(R). More information may be found at www.capcom.com.

• **CHANGYOU.COM LIMITED****4012 WEST**Beijing, China
www.changyou.com

Guolong Li, VP; Song Gao, Vice General Manager; Yue Kong, Operation Manager

We are a leading online game developer and operator in China as measured by the popularity of our MMOG TLBB and our mobile game TLBB 3D. We engage in the development, operation and licensing of online games for PCs and mobile devices.

• **CHENGDU WESTHOUSE SHIYOU TECHNOLOGY CO., LTD.****4012 WEST**Beijing, China
www.xishanju.com**Yu Zhen, Vice President**

Season originated from PC games in the mid 90s and it has become a distinct icon of the martial arts genre with diversified multiple game studios and development platforms. We currently operate tens of self-developed online games, including JX series of martial arts genre. We also make one the best self-developed state-of-arts 3D engine.

• **CHETU INC****2463 SOUTH**Plantation, FL, USA
www.chetu.com• **CHINA UNIVERSAL PRESS & PUBLICATION CO., LTD.****2551 SOUTH**Beijing, China
www.cupp.com.cn• **CI GAMES S.A.****PMR 306A**Warsaw, Poland
www.cigames.com

Marek Tyminski, CEO; Lukasz Misiurski, Publishing Director; Paul Robinson, Studio Creative Director

CI Games is a video game publisher, developer, and distributor based in Warsaw, Poland. The company has produced a number of successful titles, including Sniper: Ghost Warrior series and Lords of the Fallen. At E3, CI Games will be showing and demoing their next triple-A title, Sniper: Ghost Warrior 3, in private meeting room 306A.

• **COLLEGE GAME COMPETITION****3023 SOUTH**• **COMONGAMES****2863 SOUTH**Moscow, Russia
www.comongames.com• **CONNECT@E3****1043 SOUTH**Lyon, France
www.game-connection.com

Eric Lacroix, WW Publisher & Buyer Manager, Content Manager; Roufina Guenkova, EMEA Sales Manager; Rasmus Thomsen, North & Latin America, Scandinavia Sales Manager; Manuel Rodriguez, Publisher & Buyer Officer; Clement Galiay, Managing Director, MIGS

Connect@E3 is a

matchmaking system provided by Game Connection, the B2B convention held twice a year for developers, publishers, distributors and service providers of the gaming industry. (Paris, Oct. 28-30 alongside Paris Games Week; San Francisco, March). Paris features top execs speaking, Development Awards for original projects and much more.

• **CPU MAGAZINE****2755 SOUTH**Lincoln, NE, USA
www.computerpoweruser.com

Jeff Ashelford, Sales/Publication Coordinator; Amanda Choi, Sales/Publication Coordinator; Nathan Lake, Writer/Editor

CPU Magazine offers PC enthusiasts a unique blend of product reviews, industry news, interviews and detailed how-to articles. Builders and modders appreciate the expert opinions and informative articles packed in every issue. CPU is available each month via subscription and at select retailers and LAN events nationwide.

• **CRAYOLA COLOR ALIVE****2823 SOUTH**Los Angeles, CA, USA
www.daqri.com• **CREATIVE MIND INTERACTIVE, INC****2451 SOUTH**Los Angeles, CA, USA
creativemindinteractive.com

Distributor of Video Game Accessories and iPod/iPhone related accessories such as Bluetooth Speakers, Cases and Chargers.

CRYTEK**PMR 304B**Frankfurt, Hessen, Germany
www.crytek.com

Crytek is an independent videogame developer, publisher and technology provider with eight studios worldwide. Established in 1999, Crytek has created multiple award-winning titles, including the original Far Cry, the Crysis series, and Ryse: Son of Rome. All of Crytek's games are developed using CRYENGINE, the company's cutting-edge 3D technology.

• CRYTIVO GAMES**2650 SOUTH**San Diego, CA, USA
www.theuniversim.com**Alex Koshelkov, CEO**

Crytivo Games is an independent game development studio founded in 2013 by Alex Koshelkov. Crytivo Games aims to deliver gaming experiences that challenge, engross, and offer endless hours of entertainment to gamers across the globe.

CURSE INC.**813 SOUTH**Huntsville, AL, USA
www.curseinc.com

Donovan Duncan, VP of Marketing; Nathan Lindberg, VP of Sales; Hubert Thieblot, CEO

Curse is a global multimedia and technology company focused on creating content and products to help gamers enjoy all aspects of their gaming lifestyle. Our products are distributed through a variety of channels including websites, video, and desktop applications. Curse technology fosters communities and connects like-minded gamers worldwide.

• CYBERITH**5622 WEST**Vienna, Austria
www.cyberith.com

Tuncay Cakmak, CEO & Founder; Holger Hager, CEO & Co-founder; Philipp Berdenis van Berlekom, CMO; Lukas Pfeifhofer, Chief Software Developer; Stephan Frank, International Sales

Cyberith is the creator of the Virtualizer, an advanced Virtual Reality Locomotion device that allows users to walk, run, strafe, jump and crouch in virtual reality. Based on its third generation design, the Virtualizer is the first to offer 360 degree tangle-free rotation and a vertical free-motion ring for full freedom of movement in VR.

DAEDALIC ENTERTAINMENT
OFMR 8808 CONCOURSEHamburg, Germany
www.daedalic.de

Carsten Fichtelmann, CEO; Kai Fiebig, Director of Marketing; Tom Kersten, Digital Sales; Derk Rohlf, Product Management

Daedalic is one of Germany's most acclaimed publishers and developers, with numerous awards for adventure game milestones Edna & Harvey, The Whispered World and A New Beginning. Daedalic is currently developing a host of new and innovative games for PC, mobile devices, social networks and the browser.

• DECKBOUND**2823 SOUTH**New York, NY, USA
www.deckbound.com

Gareth Jenkins, Founder & Lead Developer; Aaron Kaplan, Commercial & Licensing

The Deckbound systems provide digital CCGs with player-owned cards. Deckbound uses the

blockchain to provide verifiable card distribution and procedural generation. Owners of Deckbound cards can play those cards in any supporting game, the first of which will be Deckbound Heroes, launching in 2015.

DEEP SILVER, INC.**PMR 501ABC**Larkspur, CA, USA
www.deepsilver.com

Klemens Kundratitz, CEO; Menno van der Bil, International Commercial Director; Geoff Mulligan, COO; Will Powers, PR & Marketing Manager; Martin Wein, Head of Brand Communications

Deep Silver has published more than 200 games worldwide since 2003, including the best-selling zombie action Dead Island franchise, Metro: Last Light and the over-the-top Saints Row IV. A wholly-owned subsidiary of Koch Media, GmbH, Deep Silver owns the development studios Deep Silver Fishlabs, Deep Silver Volition and Deep Silver Dambuster.

DIGIPEN INSTITUTE OF TECHNOLOGY**3023 SOUTH**Redmond, WA, USA
www.digipen.edu**• DISNEY INTERACTIVE****2023 SOUTH**Glendale, CA, USA
www.disney.com

Disney Interactive is the digital entertainment part of The Walt Disney Company. As one of the world's largest creators of high-quality digital experiences, Disney Interactive produces interactive entertainment for the whole family including multi-platform video games, online short form video, mobile and social

games and digital destinations across all current and emerging media platforms.

• DOTE MU**2823 SOUTH**Paris, France
corporate.dotemu.com/en

Cyrille Imbert, CEO; Iragne Jessica, Communication & Marketing Manager; Xavier Liard, Business Development Director

DotEmu is a video game company specializing in modern releases of beloved retro games. Our mission is simple: give every gamer access to yesteryear's classic video games on today's platforms. We've worked on high-profile projects as Street Fighter II - CE (flash), R-Type I & II, Another World, Double Dragon Trilogy & Raiden Legacy (mobile/PC).

DREAMGEAR**2447 SOUTH**Torrance, CA, USA
www.dreamgear.net

Yahya Ahdout, Partner; Moris Mirzadeh, Partner; Richard Weston, Partner; Sandy Parker, VP, Sales; Melissa Tomlinson, VP, Sales

dreamGEAR, LLC is one of the fastest growing developers of video game accessories for all platforms and mobile devices, and high-quality portable speakers, power and other accessories for mobile phones and tablets under its i.Sound and SIGNAL brands. dreamGEAR is dedicated to providing design, performance and quality for its valued customers.

DXRACER USA, LLC
 5536 WEST

 Whitmore Lake, MI, USA
dxracer.com
John Spiher, Marketing Director

Where ergonomic and aesthetic design meet, DXRacer offers the highest quality in gaming and office chairs. Our products are made to heighten your experience, whether it be working on email or getting your game on. Sit Better. Work Harder. Game Longer.

• DYNAMIC ESSENTIALZ
 2655 SOUTH

 Nashville, TN, USA
www.dynamicessentialz.com
Spencer Patton, President;
Timothy Cummings, Chief of
Operations; Ruthie Harding, CFO

Modified and custom gaming console controllers. We specialize in unique controller covers, and advanced gaming technologies.

• EASARS DIGITAL GMBH
 2846 SOUTH

 Frankfurt, Bradenburg, Germany
www.easars.net

Easars is the global leading E-sports peripherals supplier, whose R&D center is located in Hamburg, Germany. Easars combines advanced technologies and design with the collaboration of the world's best professional players to create top-of-the-line E-sport peripherals.

• ELECTRONIC ARTS
 1601 SOUTH, PMR 401,
 PMR 403A

 Redwood Shores, CA, USA
www.ea.com

EA is a global leader in digital interactive entertainment with a portfolio of blockbuster brands such as Madden NFL, EA SPORTS FIFA, Star Wars

Battlefront, Mirror's Edge, Plants vs. Zombies and more. At EA, we Live to Play.

ENCORE SOFTWARE
 OFMR 8005 CONCOURSE

 Eden Prairie, MN, USA
www.encore.com
Michael Merson, VP and
General Manager; Jennifer
Mortenson, Director of
Sales and Marketing; Peter
Armstrong, Director of Product
Development; Jeremy Zoss,
Marketing Manager

Encore publishes indie games for digital platforms and partners with major video game publishers to distribute boxed PC products to retail channels.

EXTRA LIFE
 WEST HALL LOBBY

 Salt Lake City, UT, USA
www.extra-life.org

Extra Life is a Children's Miracle Network Hospitals fundraising program for the gaming community. Participants fundraise year-round and pledge to game for 24-hours with one goal in mind: to save and improve the lives of sick and injured kids. Since 2008, Extra Life has raised more than \$14 million for 170 member hospitals across North America.

EZ GAMES / EZ CARDS
DISTRIBUTION INC
 2550 SOUTH

 Los Angeles, CA, USA
www.ezgroup.com
Peter Mangani, President
and CEO; Girish Mangani, VP,
Business Development; Mohit
Mangani, VP, Operations

EZ GAMES is a leading distributor of first party video game consoles and accessories specializing in volume sales of brand new and factory refurbished

products. EZ CARDS is a leading distributor of gaming and entertainment gift cards offering both physical and digital deliveries of all major brands. Located in the beautiful City of Los Angeles.

FAT OWL
 2659 SOUTH

 Gdansk, Pomorskie, Poland
www.fatowlstudio.com
Mateusz Gaffke, CEO

We are fat and lazy, but we make brilliant games.

• FOCUS
HOME INTERACTIVE
 5322 WEST, 5312 WEST

 Philadelphia, PA, USA
www.focus-home.com
Cedric Lagarrigue, Managing
Partner; John Bert, Sales
Director; Thomas Barrau,
Marketing Director; Adrien
Rotondo, Brand Manager;
Michael Douse, Acquisitions

Focus Home Interactive is a French publisher based in Paris who has published and distributed original titles that have become benchmark titles worldwide. The catalogue will get even richer with eagerly awaited games such as Blood Bowl 2, Act of Aggression, Vampyr, Battlefleet Gothic, The Technomancer, Farming Simulator 15, and Mordheim.

FOVE INC
 2662 SOUTH

 San Francisco, CA, USA
getfove.com
Serena Jiang, Director of
Relation; Yuka Kojima

FOVE is the world's first eye tracking head-mounted display for gamers, people with disabilities and technology enthusiasts. FOVE combines cutting-edge display, eye tracking, orientation sensing, and head position tracking

into a single package, allowing users to control the 360/360 of virtual world freely with their eyes.

FRONTIER
DEVELOPMENTS PLC
 PMR 511A

 Cambridge, UK
www.frontier.co.uk
• GAEA MOBILE
 4022 WEST

 Santa Clara, CA, USA
www.gaeamobile.net
Jason Dahlberg, Director of
North American Operations;
Glevis Yang, Co-founder
and COO; An An, VP of
Business Development

Gaea Mobile is a global mobile game company with offices in Beijing, San Francisco, Tokyo, Seoul and Hong Kong. Since it was founded in October 2014, Gaea has brought multiple blockbuster games such as Soul Clash and Ace of Arenas to over 8,000,000 gamers all over the world.

GAEMS INC.
 1347 SOUTH

 Redmond, WA, USA
www.gaemspge.com
GAIJIN ENTERTAINMENT
 OFMR 8609 CONCOURSE

 Nicosia, Cyprus
gaijinent.com
Alexander Trifonov, Head of PR

Gaijin Entertainment is the developer and publisher of the online games War Thunder and Star Conflict, as well as PC, Mac, Linux, PS4, PS3, Xbox 360, iOS and Android titles across several genres. The company's diverse portfolio has received a range of mass media and game industry

awards including such as KRI Awards, Gamescom Award and many more.

GAME DEVELOPERS CONFERENCE OFMR 8800 CONCOURSE

San Francisco, CA, USA
www.gdconf.com

Malik Watson, Global Sales Director; Bryce Nankervis, West Coast Account Manager; Jennifer Sulik, Senior Sales Manager, Media & Recruitment; Pocco Jimenez, Account Manager, Recruitment & Education; Brenner Fuller, GDC Play/Vault Account Manager

The Game Developers Conference (GDC) is the world's largest and longest-running professionals-only game industry event. The GDC attracts over 24,000 attendees, and is the primary forum where professionals involved in the development of interactive games gather to exchange ideas and shape the future of the industry.

GAME INFORMER OFMR 8212 CONCOURSE

Minneapolis, MN, USA
gameinformer.com

A 24-year veteran to publishing, Game Informer publishes the 4th largest consumer magazine in the United States and the largest digital magazine in the world. With over 3 million monthly unique visitors, Webby award winning gameinformer.com maintains the fastest growing online community gamers.

GAMECHURCH.COM 2647 SOUTH

Ventura, CA, USA
gamechurch.com

Michael Bridges, Founder, CEO; Brian Buffon, COO; Chris Gwaltney, Director of Missions; Dave Knepper, Director of Logistics

Can video games be spiritual? Will you go to Hell for playing them? Would Jesus play video games? Stop by the Gamechurch booth and find out. You might even end up with some free swag!

GAMELOFT OFMR 8601 CONCOURSE

Paris, France
www.gameloft.com

A leading publisher of digital and social games, Gameloft has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms and operates its own established franchises such as Asphalt, Order & Chaos, Modern Combat or Dungeon Hunter.

GAMESPOT 4712 WEST

San Francisco, CA, USA
www.gamespot.com

Michael Powers, GM; Ben Howard, VP, Programming; Susan Lundgren, VP, Communications; Justin Haywald, Senior News Editor; Charles Harrington, Communications

GameSpot's expert editorial team provides comprehensive, engaging and unbiased game information for console, PC, and portable platforms. The site's award-winning coverage includes previews and reviews of the latest titles, breaking news, live video shows, guides, and one of the world's most active online gaming communities.

GAMESTOP

Grapevine, TX, USA
www.gamestop.com

Over 60% of GameStop's customers go to GameStop.com before they walk into a store. Customers look at 8 different games during every visit to GameStop.

com, deciding what games to buy right now, and in the coming months. Get on their must buy list with homepage takeovers and video ads while they're shopping in GameStop's biggest store: GameStop.com!

GAMEWORLD DISTRIBUTORS 2555 SOUTH

Corona, NY, USA
gameworlddistributors.com

Isaac Sidaoui, President; Jeff Brandler, CEO; Thomas Baron, VP of Purchasing, Sales; Craig Pullman, Sales and Marketing; Fabrice Boutefeu, Senior Sales Manager

Gameworld is a wholesale distributor of video game hardware, software, and accessories (we specialize in closeout opportunities & hard to find items). Located in New York City, We have been providing excellent service coupled with the lowest prices. Our informed staff will help you select inventory that can best suit your needs.

GI-CLUSTER [GAMING AND CREATIVE TECHNOLOGIES & APPLICATIONS CLUSTER] 2459 SOUTH

Athens, Attica, Greece
www.gi-cluster.gr/en

Julia Phoca, gi-Cluster Manager

gi-Cluster (www.gi-cluster.gr) is a creative industries cluster focusing on Gaming and Creative Technologies & Applications. Its industrial members offer cutting-edge B2B & B2C digital solutions, products and game development services at an international level. gi-Cluster is facilitated by Corallia (www.corallia.org) in Greece.

GIOTECK OFMR 8804 CONCOURSE, OFMR 8806 CONCOURSE

Letchworth, Hertfordshire, UK
www.gioteck.com

Ian Curran, CEO; Jeroen Pompen, Director, Sales, Marketing & Business Development - EMEA/ASIA; Rob Hauser, Territory Manager - The Americas

Global supplier of video game and PC accessories including headsets, controllers, gaming chairs, charging, and cable solutions.

GREN IMEDIA CORP. OFMR 2955 SOUTH

Somerset, NJ, USA
www.grenimedia.com

GREY BOX PMR 517

Houston, TX, USA
www.greybox.com

Brandon Brunson, Events Marketing Manager; Greg Rosenfeld, Director of Marketing; Chuck Bird, Senior Director of IT; Shaun Norton, PR; Kyla Kennedy, Senior Director of Operations

Grey Box is a new breed of videogame publisher that combines external development oversight, digital publishing support, financing and a passion for bringing fun and innovative games to the world. Their current mantra is building strong partnerships towards creating quality interactive entertainment.

GUNGHO ONLINE ENTERTAINMENT INC. OFMR 8405 CONCOURSE

El Segundo, CA, USA
www.gunghoonline.com

**HONG KONG TRADE
DEVELOPMENT COUNCIL****2747 SOUTH**Los Angeles, CA, USA
www.hktcdc.com**Julia Son, Marketing Manager**

A statutory body established in 1966, HKTDC is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia.

• HORI USA, INC.**OFMR 8814 CONCOURSE**Torrance, CA, USA
www.horiusa.com

HORI was founded in 1969 and started manufacturing gaming accessories in 1983 with the release of the Nintendo Famicom (NES) as Nintendo's first 3rd party licensee. We offer Sony, Microsoft, and Nintendo officially licensed products as well as tie-up licensed products with software makers such as Konami, Capcom, Namco-Bandai, Square-Enix, and Sega.

HYPERKIN, INC.**OFMR 8112 CONCOURSE**South El Monte, CA, USA
www.hyperkin.com**IEP****2762 SOUTH, PMR 304A**Austin, TX, USA
www.iepro.com**IGN****4700 WEST**San Francisco, CA, USA
www.ign.com**Kiersten Slader, Public
Relations & Events Manager**

IGN is an entertainment website comprising several specialty sites or "channels," each occupying a subdomain and covering a specific area of entertainment; including major video game platforms and other forms of entertainment such as television, comic books, films, music and other media. IGN's corporate headquarters is located in San Francisco, CA.

IMMERSION**OFMR 8816 CONCOURSE**San Jose, CA, USA
www.immersion.com**Jennifer Janssen, Director,
Business Development,
Gaming; Leo Soskin, Senior
Product Manager, Gaming**

Immersion has continued to develop haptic technology for 20+ years and is recognized as a leading innovator with over 1,900 issued or pending patents in the US and other countries. Immersion's TouchSense Technology, Rumble and Force Feedback solutions for game systems excite the gamer's senses and improves game play.

INCOMM**OFMR 8401 CONCOURSE**Atlanta, GA, USA
www.incomm.com**Anthony DeVito, VP,
Digital Content**

Leveraging deep integrations into retailers' point-of-sale systems, InComm provides connectivity to a variety of service providers that allow consumers to conduct everyday business at more than 450,000 points of retail distribution. With 186

global patents, InComm is headquartered in Atlanta with a presence in 30 countries.

**• INDIECADE:
INTERNATIONAL FESTIVAL
OF INDEPENDENT GAMES****601 SOUTH**Venice, CA, USA
www.indiecade.com**Stephanie Barish, CEO; Erin
Shaver, Operations; Ami Blaire,
Marketing Director/PR**

IndieCade represents the future of interactive entertainment at its annual international Festival/Awards each October, and its Showcase @ E3. As the longest-standing and largest self-standing independent game event in the world, IndieCade leads the way in finding up-and-coming games, creators and trends, and placing a spotlight on this innovation first.

• INNEX, INC.**5430 WEST**Pomona, CA, USA
www.innexinc.com**Titi Ngoy, CEO; Joey Ngoy,
VP; Ron Pang, VP of Business
Development; Marshall
Crawford, Marketing Manager**

Innex was founded on the principles of innovation, fun, and a commitment to customer service. Within a decade of operation, Innex has become an award-winning leader in global distribution, providing its business partners with various services which include, but are not limited to, manufacturing, sourcing, marketing, and design.

INNOGAMES**OFMR 8109 CONCOURSE**Hamburg, Germany
www.innogames.com**Fabio Lo Zito, Product PR
Manager; Dennis Heinert, Head
of Public Relations**

With about 150 million registered players, InnoGames is one of the world's leading developers and providers of online games. Currently, the Hamburg-based company employs over 350 professionals from 30 nations. InnoGames has scored major success with games such as Tribal Wars, Grepolis and Forge of Empires.

**INTERNATIONAL
GAME DEVELOPERS
ASSOCIATION (IGDA)****WEST HALL LOBBY**Mt Royal, NJ, USA
www.igda.org**INTO THE PIXEL
CONCOURSE HALL FOYER**Inglewood, CA, USA
www.intothepixel.com

Created in 2004 by the Entertainment Software Association and co-produced with the Academy of Interactive Arts & Sciences, Into the Pixel (ITP) is an exploration and celebration of the art of video games from around the world. Now in its 12th year, ITP celebrates the video game artists who continue to push the interactive entertainment art form forward.

INTRALOT INTERACTIVE S.A.**2459 SOUTH**Amarousion, Athens, Greece
www.intralotinteractive.com**Antonios Dimos, Deputy
General Director**

INTRALOT Interactive is the leading partner for entities

that want to offer a Universal Gaming Experience to their players. Our Unified Gaming Platform is industry's most robust and versatile platform that seamlessly combines Retail, Mobile and Home Users, connecting all Gaming Verticals. Member of the INTRALOT Group (www.intralotinteractive.com).

• KONAMI DIGITAL ENTERTAINMENT, INC.

2401 SOUTH

El Segundo, CA, USA
www.konami.com

Konami Digital Entertainment is one of the leading game publishers worldwide, with a number of hit franchises including Metal Gear Solid, Castlevania, Pro Evolution Soccer, Silent Hill and more. Konami will be showcasing some of their upcoming 2015 titles at the show. www.konami.com.

LARIAN STUDIOS

OFMR 8309 CONCOURSE

De Panne, West Flanders, Belgium
www.larian.com

Swen Vincke, Founder; Octaaf Fieremans, Producer; David Walgrave, Producer

We are the developers of the Divinity series including 2014's RPG hit Divinity: Original Sin.

LAYABOX LTD.

4012 WEST

Beijing, China
www.layabox.com

Chenghong Xie, CEO;
Tam Tsz Shing, Oversea
General Manager

Layabox Inc is a leading HTML5 technology company based in China with two core products: LayaJS and LayaPlayer. One is a turnkey solution for Flash developer to convert Flash AS3 to HTML5. The other is a cutting

edge accelerator for Android and iOS to execute HTML5 games in light speed with low memory footprint, low CPU and high runtime fps.

• LAZYLAND

2459 SOUTH

Neo Faliro, Athens, Greece
www.lazyland.net

Dimitra Tampathani,
Marketing & Business
Development Manager

LazyLand operates in the social gaming field by developing and publishing F2P social games across platforms. The company also enriches its gaming portfolio, by licensing 3rd party titles from other developers. LazyLand holds a network of international publishers and distributes games worldwide. Developers or publishers are welcome to visit us.

LIQUID

2663 SOUTH

Portland, ME, USA
liquid.pch.com

Steve Bagdasarian, General Manager; Darin Leach, Director, Strategic Accounts; Mark Menery, Director, Performance Sales & Operations

Liquid is the ad solutions platform for Publishers Clearing House, the commerce and digital gaming powerhouse. We build cross-device ad solutions using first-party data collected directly from real PCH consumers, helping advertisers to define and target their ideal audience more accurately than ever.

• LITTLE ORBIT

PMR 307

Santa Ana, CA, USA
www.littleorbit.com

Matt Scott, President/CEO;
Kathy Bucklin, Studio Director;
Tamara Johnston, Global
Marketing Director; Patty Masai,

Director of Sales & Operations;
Clever Communications,
PR Agency

Little Orbit is a worldwide video game publisher formed in January 2010 with a focus on AAA licensed-based entertainment products. The company's emphasis is on working with popular creators to extend their vision into games through transmedia storytelling and engaging content for all gaming platforms.

LOGITECH G

OFMR 8009 CONCOURSE

Newark, CA, USA
www.logitech.com/gaming

MACHINIMA INC

OFMR 4000 WEST

West Hollywood, CA, USA
machinima.com

Chad Gutstein, CEO; Daniel Tibbets, CCO; Stephen Semprevivo, COO; James Glasscock, SVP, Biz Dev

Machinima is the most notorious purveyor and cultivator of fandom and gamer culture. As the first Many2Many programmer, we create, curate and celebrate the best in fandom and gamer content, covering video games, animation, movies, TV, and the other endless forms of pop culture.

• MAD CATZ INC.

2823 SOUTH,

OFMR 8013 CONCOURSE,
OFMR 8301 CONCOURSE

San Diego, CA, USA
www.madcatz.com

Darren Richardson, President & CEO; Brian Andersen, COO; Karen McGinniss, CFO; Brad Carraway, VP of Marketing; Alex Verrey, Global PR & Communications Director

Mad Catz Interactive, Inc. is a global provider of interactive entertainment marketed

under its Mad Catz (gaming), Tritton (audio), and Saitek (simulation) brands. Mad Catz products cater to passionate gamers across platforms, including in-home consoles, handheld consoles, PC and Mac computers, smart phones, tablets and other mobile devices.

• MADFINGER GAMES, A.S.

417 SOUTH

Brno, Czech Republic
madfingergames.com

Marek Rabas, CEO; Tomas Slapota, Vice President; Martin Krcok, Director of Marketing; Tomas Nawar, Public Relations; Jan Porizka, Marketing Manager

Indie mobile game developer with more than 100 million players. Producer of legendary games like Dead Trigger, ShadowGun, Samurai and MONZO. Madfinger instantly achieved top ranking in the sale of its apps. The majority of critical acclaim is generated by Madfinger's signature stunning visuals and excellent gameplay experiences.

• MANUS MACHINA

5729 WEST

Eindhoven, North
Brabant, Netherlands
www.manusmachina.com

Bob Vlemmix, CCO; Stephan van den Brink, CEO; Maarten Witteveen, CTO; Stijn Stumpel, Lead Designer

A data-glove for the common man. The Manus is an affordable data glove that tracks hand movement through various sensors integrated in to the glove. Experience Virtual Reality like never before! With our open-source software you can program the Manus for other uses such a controlling drones, mobile games and more of your favorite devices.

MATTEL**PMR 516**

El Segundo, CA, USA
www.mattel.com

• **MAXIMUM GAMES****2800 SOUTH**

Walnut Creek, CA, USA
www.maximumgames.com

Luke Shelnutt, Senior Producer;
 Len Ciciretto, President;
 Christina Seelye, CEO; Diane
 Fornasier, VP of Marketing; Ally
 Davis, Project Manager

Based in the SF Bay Area, Maximum Games is a publisher of premier interactive entertainment for consumers around the world. The company develops and publishes products in a wide variety of genres for console systems and personal computers, which are delivered through physical retail channels, online platforms, and digital download.

MAYFLASH LIMITED**2646 SOUTH**

Shenzhen, Guangdong, China
www.mayflash.com

MCV

Hertford, UK and London, UK
www.mcvuk.com

Every day, MCVuk.com provides must-read analysis and breaking news. Every week, MCV magazine is read by nearly 10,000 professionals in games retail, marketing, development, distribution, and beyond. Every one of MCV's suite of events - the MCV Awards, Games Media Awards, London Games Conference, Interface, Games 5s, or Women of the Year Awards - brings the industry together in unique ways.

MECCA ELECTRONICS**2547 SOUTH**

Long Island City, NY, USA
www.meccaelect.com

Raymond Aboody, President;
 Danny Mashal, VP; Michael
 Harkavy, National Sales
 Manager; Inayat Habib, Buyer

Mecca Electronics is a direct wholesale distributor of video game consoles, games and accessories. Now entering our 41st year in business, we are direct with the Big 3: Sony, Microsoft and Nintendo, along with all 3rd Party Publishers. We also specialize in close-out deals from many 1st and 3rd party publishers.

• **MERGE VR****OFMR 8208 CONCOURSE**

San Antonio, TX, USA
www.mergevr.com

Franklin Lyons, Founder;
 Andrew Trickett, Co-founder;
 Dan Worden, Executive VP;
 Taryn Saavedra, Marketing;
 Dave Anderson, Head of
 Developer Relations

Merge VR is a recent startup focused on mobile virtual reality and immersive entertainment. Compatible with iOS and Android devices, the MergeVR Goggles, wireless handheld VR Controller, and MergeStart app are built to be accessible, affordable, portable, durable and easy to use. Launching this fall.

• **MICROSOFT CORPORATION****4100 WEST**

Redmond, WA, USA
www.xbox.com

Xbox is Microsoft's premier gaming and entertainment brand created by gamers for gamers on Xbox One, Xbox 360 and Windows 10 devices. Xbox delivers the best games and premier gaming community with Xbox

Live. More information about Xbox can be found online at www.xbox.com.

MOBILE AND SOCIAL GAME PAVILION**2823 SOUTH****MULTIPLAYER.IT****OFMR 8812 CONCOURSE**

Terni, Italy
www.multiplayer.it

Andrea Pucci, Owner; Pierpaolo Greco, Executive Editor;
 Antonio Jodice, Senior Editor,
 Marketing Consultant; Gianluca Persichetti, Marketing Manager

The most popular and renowned videogames website in Italy, with the strongest community of gamers, from hardcore to casual, following us both on our website and on our Twitch channel. We even publish books and guides about videogames, and we have our own online shop.

NATSUME, INC.**513 SOUTH**

Burlingame, CA, USA
www.natsume.com

Hiro Maekawa, President/CEO;
 Graham Markay, Senior VP of
 Operations; Sanae Maekawa,
 Creative Director; Taka
 Maekawa, Producer; Clever
 Communications, PR Agency

Natsume is a worldwide publisher that specializes in unique and family-oriented interactive software for a variety of platforms, including Nintendo, Sony and Apple. Best known for popular Harvest Moon, Reel Fishing, Hometown Story and Gabrielle brands, Natsume is dedicated to producing quality video games for the entire family.

NCISOFT**OFMR 8605 CONCOURSE**

Bellevue, WA, USA
www.ncsoft.com

Ben Conrad, PR Director;
 Vincent Slaven, Senior
 Communications Specialist

• **NDREAMS****OFMR 8802 CONCOURSE**

Farnborough, Hampshire, UK
www.ndreams.com

George Kelion,
 Communications Manager

nDreams is a developer and publisher which specializes in virtual reality games and experiences. They are behind several upcoming VR titles including adventure title The Assembly for Oculus Rift, HTC Vive and Sony Project Morpheus.

NETEASE GAMES**OFMR 2855 SOUTH**

Guangzhou, China
www.163.com

Xiaoqing Hu, Senior PR
 Supervisor; Shiyu Yang,
 Senior PR Supervisor; Yue
 Fan, PR Supervisor; Jessie
 Jiang, Business Development
 Manager; Xiaochun Chen,
 Business Development Manager

NetEase, Inc. is a leading China-based Internet technology company that pioneered the development of applications, services and other technologies for the Internet in China. In particular, NetEase provides online game services to Internet users, offering in-house developed games as well as the licensed Blizzard Entertainment games World of Warcraft.

NEW AGE ELECTRONICS
OFMR 8404 CONCOURSE

Carson, CA, USA
www.synnex.com

NINTENDO OF AMERICA INC.
**4822 WEST, 5244 WEST,
5644 WEST**

Redmond, WA, USA
www.nintendo.com

The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for the Wii U home console and Nintendo 3DS portable system. Nintendo of America Inc., based in Redmond, Washington, serves as headquarters for Nintendo's operations in the Western Hemisphere.

NOD LABS
5636 WEST

Mountain View, CA, USA
www.nod.com

Anush Elangovan, CEO and Founder; Arun Karamcheti, Partner Management; Heather Meeker Haas, Founder, MeekerQuinn

Nod Labs creates gesture recognition and motion tracking hardware and software for beautiful, touchless interaction. Nod Labs transforms movements into commands using skeletal tracking technology to fully experience VR environments. From entertainment, gaming and VR, Nod Labs works with almost any platform or operating system.

**NOW
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OFMR 8505 CONCOURSE**

Glendale, OH, USA
gameband.com

Feargal Mac Conuladh, CEO; Maye Mac Swiney, Marketing Director; Jon Rogers, International Sales Director; Stephanie Bayer, Social Media Manager

We are based in Barcelona and in the United States. We are dedicated to making beautiful wearable products for gamers. Our first product is Gameband + Minecraft (officially licensed by Mojang). Gameband aims to empower gamers to keep their data and settings close, and to play their favorite game anywhere, anytime, on any platform.

NTT RESONANT INC.
2823 SOUTH

Minato-ku, Tokyo, Japan
appkitbox.com/en/testkit

Hiroyuki Sato

A part of NTT Group, NTT Resonant is a leading provider of portal service in Japan. NTT has expanded its field to cloud-based testing environments for mobile and web application optimization, enhancing QA and driving business value through Remote TestKit service, a fast-device cloud and a popular mobile testing solution for mobile app development.

• NVIDIA CORPORATION
2823 SOUTH, PMR 309

Santa Clara, CA, USA
www.nvidia.com

Bryan Del Rizzo, Public Relations; Brian Burke, Public Relations

Since 1993, NVIDIA has pioneered the art and

science of visual computing. The company's technologies are transforming a world of displays into a world of interactive discovery, for everyone from gamers to scientists, and consumers to enterprise customers. More information at <http://nvidianews.nvidia.com>, and <http://blogs.nvidia.com>.

NYKO TECHNOLOGIES
5010 WEST

Los Angeles, CA, USA
www.nyko.com

Herschel Naghi, CEO; Chris Arbogast, Director of Marketing; Amir Navid, VP of Product Development; Radu Popa, VP of Logistics

Award-winning Nyko Technologies designs, manufactures and markets innovative and high-quality accessory solutions to enhance the electronic entertainment experience. Founded in 1996 in Los Angeles, the company's mission is to solve problems and improve user experience through products that are as thoughtfully designed as they are functional.

OCULUS
5400 WEST, PMR 515B

Menlo Park, CA, USA
www.oculus.com

Oculus is focused on enabling players to experience anything, anywhere through virtual reality. The Oculus Rift and the Oculus-powered Samsung Gear VR allow players to step inside virtual worlds and immerse themselves like never before. As a result of the global Oculus developer community, VR is poised to transform gaming, storytelling, film, and much more.

OURPALM CO., LTD.
4012 WEST

Beijing, China
www.ourpalm.com

Wenzhe Yao, Vice General Manager

Ourpalm was founded in Beijing in 2004 as a government licensed telecommunications and service provider. Early beginnings in web and mobile content have since evolved and secured Ourpalm a place as one of China's leading web and mobile game developers, publishers and operators of today.

PARADOX INTERACTIVE
**OFMR 2861 SOUTH,
OFMR 2960 SOUTH**

Stockholm, Sweden
www.paradoxplaza.com

**PASPARTU
LOCALIZATION SERVICES**
2459 SOUTH

Kallithea, Athens, Greece
www.paspartu.gr

Despoina Vasiloudi, Account Manager; Elena Gkoutani, Business Development Manager

Paspartu is your one-stop localization provider for the gaming industry. Based in Athens and Hong Kong, we provide localization solutions in most European and Asian languages by developing technology tools for cost-effective and smart translation management. Paspartu offers ongoing gaming pleasure beyond language barriers! Meet us at booth 2459.

PATCH TECH.
2823 SOUTH

Shanghai, China
www.p7game.com

PEACEOFF
2459 SOUTH

Athens, Attica, Greece
www.peaceoffgame.com

• PERFECT WORLD ENTERTAINMENT
PMR 511C

Redwood City, CA, USA
www.arcgames.com

Bill Wang, VP of Business Development

Perfect World Entertainment is a leading North American online games publisher specializing in immersive free-to-play MMORPGs. Founded in 2008, Perfect World Entertainment has published a number of popular titles, including Swordsman, Blacklight Retribution, Forsaken World, Perfect World International and Star Trek Online.

• PERFORMANCE DESIGNED PRODUCTS
4512 WEST

Burbank, CA, USA
www.pdp.com

Jake Strouckel, Marketing & Communications Manager;
Shilo Prychak, Director of Licensing and Business Development;
Shawn Kinninger, VP, Sales;
Chris Spearing, International Sales

Performance Designed Products is an industry leader, creating accessories for most major game platforms. Along with strong licensed products, PDP is the home of both the Afterglow and Rock Candy brands, available at most major retailers. Come to the Performance Designed Product booth during E3 to see great upcoming products from PDP.

PLANTRONICS
4500 WEST

Santa Cruz, CA, USA
www.plantronics.com

Rick Goricki, VP, Sales, Consumer Retail;
Tanguy Leborgne, VP, Consumer Solutions;
Corey Rosemond, Business Development Director, Gaming;
Stuart Bradshaw, Senior Director, E&A Marketing;
Lerin O'Neill, Senior Public Relations Manager

Plantronics is a publicly held company headquartered in Santa Cruz, California with offices in 20 countries, including major facilities in China, England, Mexico, and the Netherlands. Our products are sold and supported through a worldwide network of Plantronics partners, including resellers, systems integrators, retailers and mobile carriers.

PLAYSEAT
OFMR 2947 SOUTH

Redmond, WA, USA
www.playseatamerica.com

Bobby King, President;
Justin King, Director of Sales & Marketing

Playseat is the premier brand for video games racing and flight seats in the market. Making your racing and flight game experience complete.

• POLK AUDIO
5612 WEST

Vista, CA, USA
www.polkgaming.com

Michael Greco, Product Director;
Josh Talge, CMO

With numerous award-winning products and patented acoustic technology, Polk Audio has been delivering a premium audio experience for over 40 years. Polk's Striker gaming headsets are recognized for their superior sound

performance and comfort. This E3, Polk will debut its new suite of audiophile grade headsets for Xbox One, PS4, PC and Wii U.

PRIMA GAMES/BRADYGAMES
3013 SOUTH

New York, NY, USA
www.primagames.com

Mike Degler, VP & Publisher;
Mark Hughes, Sales Director;
Katie Hemlock, Marketing Manager;
Aaron Lockhart, Senior Licensing Manager;
Julie Asbury, Managing Editor, Digital

Prima Games, an imprint of Penguin Random House, joined forces with the team at BradyGames in 2015. Uniting these 2 iconic guide publishers brings 40+ yrs. of expertise, creativity & passion to the video game industry. Whether in print, map apps, video strategy, eGuides, or online @ PrimaGames.com, we help gamers get the most out of their games.

PRO VS. GI JOE
847 SOUTH

Irvine, CA, USA
www.provsgijoe.org

QIHU TECHNOLOGY CO., LTD.
4012 WEST

Beijing, China
www.wan.360.cn

Dazhan Shi, Business Director;
Jing Zhang, Vice Business Director;
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We offer comprehensive Internet and mobile security products and services for free to over 400 million Internet users. Our products and services include: Core Security Products, Cloud Storage, Platform Products, Online Advertising, and Internet Value-added Services.

R.D.S. INDUSTRIES INC
5436 WEST

Torrance, CA, USA
rdsindustriesinc.com

Richard Smith, President/CEO;
Dave Albert, Sales at Large;
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Cathie Lehrberg, International Sales;
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Nintendo licensed 3DS, Wii U & Amiibo essentials packs, cases & accessories. Pokemon co-branded 3DS essentials packs, cases & accessories. Sanrio co-branded 3DS essentials packs, cases & accessories. Sony licensed PS4 & PS Vita essentials packs, cases & accessories. Nintendo, Sanrio, Tech Traveler, Bigben Tablet & Mobile cases & accessories.

RAM ROM GAMES VIDEO GAME DISTRIBUTOR
2558 SOUTH

Madrid, Spain
www.ramromgames.com

Sundeep Chugani, Director;
Parvesh Chugani, Director

Ram Rom Games is a respected and accomplished company established in 2007. Acting as distributors in Spain for many of the sector's leading brands such including Nintendo, Sony & Microsoft, Ram Rom Games holds a customer base that ranges from specialist stores to retail chains present globally, as well as international wholesalers & importers.

RAZER
4800 WEST

Carlsbad, CA, USA
www.razerzone.com

• RIZING GAMES

2823 SOUTH

Cambridge, UK
www.rizinggames.co.uk

Michael Warburton, Course
Leader/Producer; Sue Breeze,
Sector Leader/Producer

Rizing Games is a
independent games
publishing company based at
Cambridge Regional College
(CRC) UK, specialising in iOS,
Android and PSN platform
games. Rizing Games
provides learners on CRC's
Games Development Course
the amazing opportunity to
design, develop and publish
games, from Puzzle to
Platform, Family to Strategy.

ROUNDTABLE STUDIO

2823 SOUTH

Porto Alegre, RS, Brazil
www.roundtableinc.net

Teddy Bengtsson, CEO;
Lisandro Caterina, Senior
Operations Manager

Full games localization
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the gamer experience
unforgettable by combining
top quality translation with
superb regional voiceover
in a modern studio
environment.

ROYAL ELECTRONICS INC VIDEO GAME DISTRIBUTOR

OFMR 8810 CONCOURSE

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www.samsung.com.

SAVANNAH COLLEGE OF ART & DESIGN

3023 SOUTH

Savannah, GA, USA
www.scad.edu

SEASUN HOLDINGS LIMITED.

423 SOUTH

Beijing, China
xishanju.com

SEGA GAMES CO., LTD

PMR 501A

London, UK
www.sega.com

• SIMENG TECH LLC

5530 WEST

Shenzhen, Guangdong, China
www.ppgun.com

Simeng Cao, CEO; Haihua
Zhu, Event Marketing &
Promotions Representative

Simeng Tech LLC was
created in October 2013.

After a year developing and
researching, we created a
gun-shaped controller for
portable equipment--the PP
Gun. PP Gun is the first gun-
shaped controller for portable
equipment in the world.
Simeng Tech LLC is mainly
focusing on creating the best
peripherals for gamers in the
world.

• SMILEGATE

435 SOUTH

Seongnam, Gyeonggi, Korea
www.smilegate.com

Smilegate is the game
company behind
CROSSFIRE. We continue
to build on our success by
developing new and exciting
titles in a wide variety of
genres. With experience in
operating and managing
game services around the
world, Smilegate is steadily
laying the path to become a
global company.

• SNAIL GAMES USA

5234 WEST

Santa Monica, CA, USA
www.snail.com/en

Jim Tsai, VP; Dan Doughty,
Director of Business
Development; Tim Hesse,
Executive Producer; Grace
Zhou, Marketing/PR Specialist;
Amy Huang, Trade Show &
Event Marketing Manager (HQ)

Snail (Suzhou Snail Digital
Technology Co., Ltd.) is
a digital entertainment
developer with a global
presence. The company was
founded in 2000 and was
China's first studio to create
its own 3D online gaming.
With more than 50 digital
entertainment titles operating
worldwide, Snail is a pioneer
in cross-platform gaming and
innovative gaming hardware.

SNAKEBYTE / VENOM

OFMR 8604 CONCOURSE

San Diego, CA, USA
www.snakebyte-group.com
www.venomuk.com

SONIC GAMES INC.

5630 WEST

Vernon, CA, USA
www.sonicgaming.com

David Dardashti, President;
Fred Dardashti, VP; Mayra
Tapia, Sales Representative;
Eduardo Hernandez, Sales
Representative; Isael Rodriguez,
Sales Representative

• SONY COMPUTER ENTERTAINMENT AMERICA LLC

4044 WEST, 4144 WEST,
4522 WEST, PMR 504, PMR 506,
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San Mateo, CA, USA
us.playstation.com

Sony Computer
Entertainment America LLC
(SCEA) has revolutionized
home entertainment
since the first PlayStation
console launched in
1995, and continues to
redefine entertainment with
its PlayStation family of
products. Recognized as an
undisputed industry leader,
SCEA develops, publishes,
markets and distributes
software for PS3, PS Vita
and PS4 systems in North
and South America.

SONY COMPUTER ENTERTAINMENT EUROPE LIMITED

PMR 515A, PMR 519

London, UK
eu.playstation.com

SQUARE ENIX, INC.

2001 SOUTH, PMR 402B

El Segundo, CA, USA
www.square-enix.com

• STEELSERIES

OFMR 8613 CONCOURSE

Chicago, IL, USA
www.steelseries.com

Mallory Loar, Global PR & Marketing Coordinator; Tori Beebe, Global PR Director; Jamie Kieffer, CMO

SteelSeries is a gaming brand that leads the market in building peripherals with quality, innovation and purpose. The company's passion has been the driving force behind many first-to-market innovations and technologies that continue to become the industry standard and have-to-have requirements of gamers.

• TAKE-TWO INTERACTIVE SOFTWARE, INC.

1001 SOUTH

New York, NY, USA
www.take2games.com

Henry Diamond, Senior VP, Corporate Communications & Investor Relations; Alan Lewis, VP, Corporate Communications & Public Affairs; Ryan Jones, 2K - Senior Director of PR, North America; Markus Wilding, 2K - Senior Director, PR, International

Take-Two is a leading developer, publisher and marketer of interactive entertainment through its two wholly-owned labels Rockstar Games and 2K. Our products are designed for consoles, PCs, smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud services. (NASDAQ: TTWO)

• TEAM17 DIGITAL LTD

OFMR 2959 SOUTH

Wakefield, West Yorkshire, UK
www.team17.com

Chris Eden, Senior Business Development, Consoles; Bethany Aston, Senior PR Executive

Founded in 1990, Team17 Digital Limited is a leading independent developer and digital publisher headquartered in West Yorkshire (UK). Team17 publishes games for PC, console, mobile and handheld devices and other digital platforms. Visit www.team17.com for more info.

TELLTALE GAMES

OFMR 8101 CONCOURSE

San Rafael, CA, USA
www.telltalegames.com

Kevin Bruner, Founder, Director, President, CEO; Steven Allison, Senior VP of Publishing; Richard Iggo, Senior Director of Marketing; Job Stauffer, Senior Director of PR; John Miller, Director of Third Party Publishing

Telltale Games was recognized by Metacritic as the No. 1 publisher for quality content in 2014 with award-winning series, including The Walking Dead, The Wolf Among Us, and Game of Thrones. 2015 and beyond will see the release of Minecraft: Story Mode, and their groundbreaking "super-show" format products.

TENCENT AMERICA LLC

PMR 405

Palo Alto, CA, USA
www.tencent.com

Randy Lee, Head of Business Development, North America; Sheloman Byrd, Senior Producer

As the largest game company in the world, Tencent partners with leading game developers and publishers to bring the best games to the world's biggest audience. Specializing in online/mobile free-to-play, Tencent's publishing line includes many of the industry's most popular titles including League of Legends, Call of Duty Online, NBA 2K and FIFA.

• TINYBUILD GAMES

OFMR 8408 CONCOURSE

Mill Creek, WA, USA
www.tinybuildgames.com

Luke Burtis, Managing Partner; Alex Nichiporciuk, CEO

tinyBuild Games is an indie developer and publisher. We work with partners around the world to help shape their games and bring them to market.

TREBBLE

2459 SOUTH

Athens, Attica, Greece
www.trebbble.co

TURTLE BEACH

1347 SOUTH

Valhalla, NY, USA
www.turtlebeach.com

MacLean Marshall, PR/ Communications Director; Melissa Brown, Events & Trade Show Manager; Keith Hennessey, EU PR/ Communications Manager; Dunja LaRosa, Senior Director, Business Management & Sales

Turtle Beach designs leading-edge audio products for the consumer, commercial, and healthcare markets. As Turtle Beach, the company markets quality console and PC gaming and mobile/tablet headsets for a variety of gamers' needs/budgets. As HyperSound, the company markets pioneering directed audio solutions in retail, consumer electronics, and healthcare.

TWITCH

2803 SOUTH

San Francisco, CA, USA
twitch.tv

Kym Nelson, West Coast Senior VP of Sales; Anthony Danzi, East Coast Senior VP of Sales; Matt DiPietro, VP Consumer Marketing; Andrea Garabedian, Director of Sales Marketing

Twitch is the world's leading social video platform and community for gamers. Each month, more than 100 million community members gather to watch and talk about video games with 1.5 million broadcasters. Twitch's live and video on demand platform caters to the entire video game industry.

U1 GAME DIGITAL ENTERTAINMENT BEIJING CO., LTD.

4012 WEST

Beijing, China
www.iccgame.com

Xinjing Zhang, COO

cc Game (Beijing) Co.Ltd, established in May 2007, is China's leading online game developer and operator, representing the cutting-edge Chinese game industry. The business covers development and operation of large client games, webgames, and mobile games.

• UBISOFT ENTERTAINMENT

1023 SOUTH, PMR 308A,
OFMR 2951 SOUTH, OFMR 3050 SOUTH

Montreuil, France
www.ubi.com

Leon Winkler, International Events Associate Manager; Julie Quach, Senior Project Manager; Thomas Prado, Project Manager; Michael Burk, Corporate Communications Director

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms.

UCC DISTRIBUTING INC
2746 SOUTHVista, CA, USA
uccdist.com**UNIVERSITY OF
UTAH ENTERTAINMENT
ARTS AND
ENGINEERING PROGRAM**
3023 SOUTHSalt Lake City, UT, USA
www.eae.utah.edu**UOL BOACOMPR**
OFMR 8308 CONCOURSESao Paulo, Brazil
www.boacompra.com

Julian Migura, Commercial Director; Christian Borneman, Director of Business Development, Americas; Joao Pott, eSports Director

UOL BoaCompra monetizes and services more than 4,500 games across multiple platforms in Brazil and Latin America, Portugal, Spain and Turkey. More than 200 online game companies partner with UOL BoaCompra to bring their games to emerging markets, including VALVE, EA, Bigpoint, SmileGate, and Aeria Games.

UZONE
2850 SOUTHShanghai, China
www.uzonegames.com

Daoliang Chen,
Business Director

Established in Shanghai in 2014, UZONE specializes in games' overseas distribution and publishing. The company is one of the leading platforms for overseas distribution of Chinese online games, and has established deep cooperation with publishers all over the world.

VANCOUVER FILM SCHOOL
3023 SOUTHVancouver, BC, Canada
www.vfs.edu**• VERSUS EVIL LLC**
5522 WESTAustin, TX, USA
www.vsevil.net

Steve Escalante, General Manager; Georgina Verdon, Marketing Director; John Riehl, PR Director, North America (Wonacott); Lance James, Community Director; Audra McIver, PR Director, Europe (Plan of Attack)

Versus Evil is an indie video game publisher founded on the principles of helping indie developers be financially and creatively successful. Led by group of industry veterans, services include full publishing support including brand marketing, community/social, PR, creative, production, QA, legal, distribution and general business support.

**VIDEO GAME
VOTERS NETWORK**
WEST HALL LOBBYWashington, DC,
www.videogamevoters.org

The Video Game Voters Network is an advocacy group focused on celebrating the positive impact of video games in our society and encouraging gamers to participate in the political process. Through legislative outreach, voter registration campaigns and interaction with new media and mainstream media, this network of more than 850,000 individuals protects the rights of gamers and game makers by giving them a voice in American politics.

**VIDEOGAME
HISTORY MUSEUM**
223 SOUTHValley Stream, NY, USA
www.vghmuseum.org**VIRTUIX INC.**
5604 WESTHouston, TX, USA
www.virtuix.com**VIRTUOS**
OFMR 8100 CONCOURSEShanghai, China
www.virtuosgames.com

Gilles Langourieux, CEO

Virtuos is one of the largest game developers, providing the highest quality games and art to publishers and developers worldwide. We have more than 1,000 staff across eight locations worldwide and our clients include 15 of the top 20 digital entertainment publishers.

• VUZIX CORPORATION
2563 SOUTHRochester, NY, USA
www.vuzix.com

Mike Hallett, Director of Sales

Vuzix Corporation is a leading supplier of video eyewear and smart glasses products in the consumer, commercial and entertainment markets.

**WALMART GAMECENTER /
EGM MEDIA**
OFMR 559 SOUTHBeverly Hills, CA, USA
www.egmnow.com**WARGAMING.NET**
PMR 407Nicosia, Cyprus
www.wargaming.net

Chris Cook, Director of
Communications; Dorothy

Ferguson, Director of Business Development; Jennifer Mao, Senior Manager, Licensing & Partnerships; Bryan Nunes, Business Development

Wargaming is an online game developer and publisher and one of the leaders in the free-to-play MMO market focused on its team-based MMO war series dedicated to the mid-20th century warfare that include the tank warfare title World of Tanks, the flight combat World of Warplanes, and the naval World of Warships.

• WARHORSE STUDIOS
OFMR 8209 CONCOURSEPrague, Czech Republic
www.kingdomcomerpg.com

Martin Klima, CEO; Daniel Vavra, Creative Director; Jiri Rydl, Marketing & PR; Sebastien Pacetti, Business Director

Warhorse was founded in 2011 by Dan V-vra, creator of Mafia and Mafia 2, and Martin Klima, formerly of ALTAR (Original War, UFO:* trilogy). We have an experienced team of industry veterans, with combined track record of dozens games published and millions copies sold.

**WARNER BROS.
INTERACTIVE
ENTERTAINMENT**
1637 SOUTHBurbank, CA, USA
www.warnerbros.com

David Haddad, Executive VP & GM; Kevin Kebodeaux, Senior VP, Sales, Americas; Russell Arons, Senior VP, Worldwide Marketing; Greg Ballard, Senior VP, Digital Games, WBIE & WBDD; Peter Wyse, VP, Group General Manager, Production and Development

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a leading worldwide publisher, developer, licensor and

distributor of entertainment content for the interactive space across all platforms, including console, handheld, mobile and PC-based gaming for both internal and third-party game titles.

• WHAT'S IN THE BOX? ENTERTAINMENT

2651 SOUTH

Austin, TX, USA
witbentertainment.com

Jonathan Jansma, CEO; Autumn Mason, COO

What's in the Box? Entertainment is a very tiny indie company of two people. The game we're working on is a 3D Adventure Puzzle game with fantasy and music based themes. We're small, passionate, and love adventure.

WIKIA

OFMR 8001 CONCOURSE

San Francisco, CA, USA
www.wikia.com

Craig Palmer, CEO; Walker Jacobs, COO; Bob Huseby, Senior VP, Global Sales; Kelvin Cery, Director, International Sales; Nate Hunt, VP, West Coast Sales

Wikia, The Social Universe for Fans, by Fans, is the home for social fandom and the ultimate source for pop culture, entertainment and gaming expertise. It's the definitive place for fan-authored content on subjects they know and love. Using Wikia, anyone can form new or join 350,000+ communities on desktop, mobile web and 100+ mobile apps.

• WIRED PRODUCTIONS

OFMR 3054 SOUTH

Watford, Hertfordshire, UK
www.wiredproductions.com

WIT ENTERTAINMENT

2562 SOUTH

Doral, FL, USA
www.witgames.com

WIZARDS OF THE COAST

OFMR 8413 CONCOURSE,
OFMR 8509 CONCOURSE

Renton, WA, USA
www.wizards.com

Liz Lamb-Ferro, Manager, Global Brand Marketing, Magic: The Gathering; Trevor Kidd, Associate Manager, Global Brand Marketing, D&D; Kayla Tippie, Associate Manager, Communications; Gregory Tito, Communications Manager, D&D

We create great branded play experiences! At Wizards, everything starts with great stories, art and innovative game play. From Magic the Gathering to Dungeons & Dragons, our brands offer fans compelling play experiences across multiple media, platforms and expressions including video games, board games, apparel and much more.

WORLDWIDE GAMING TV SHOW

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Sandringham,
Victoria, Australia
www.c31.org.au

X-GAMES INC

2658 SOUTH

Miami, FL, USA
www.x-gamesinc.com

Fernando del Bosque, VP; Walter Caridad, President; Roxana del Bosque, Operations

With a 12,000 square foot facility based in Miami, Florida, X-Games Inc. is a gaming (consoles, accessories, and video games) logistics company, fulfilling distribution needs in the Caribbean, Central and South America. Today

X-Games Inc distributes: Electronic Arts, Ubisoft, Take-Two, Warner Bros., Disney, Square-Enix, NAMCO-BANDAI, Capcom, Konami, etc.

XPEC ENTERTAINMENT INC.

OFMR 3046 SOUTH

New Taipei City, Taiwan
www.xpec.com

Tiffany Tsou, Assistant Manager, Business Development; Michael Talec, Manager, Business Development; Steven Chen, Director, Business Development

Founded in August 2000, XPEC Entertainment is one of the leading game developers in Asia with both independent development and international publishing capabilities. Presently, XPEC continues to grow its development strength and is actively looking for co-development and licensing partners around the globe.

• XSEED GAMES

5212 WEST

Torrance, CA, USA
www.xseedgames.com

Shinichi Suzuki, President & CEO; Ken Berry, Executive VP; Jimmy Soga, Product Manager

XSEED Games/Marvelous USA, Inc. was formed in 2004 to cross-pollinate the avid gaming cultures of Japan and North America. Delivering unique, innovative titles across multiple platforms and genres, XSEED Games is dedicated to publishing products that appeal to and enrich the North American market.

YOUTUBE

801 SOUTH

Mountain View, CA, USA
www.youtube.com

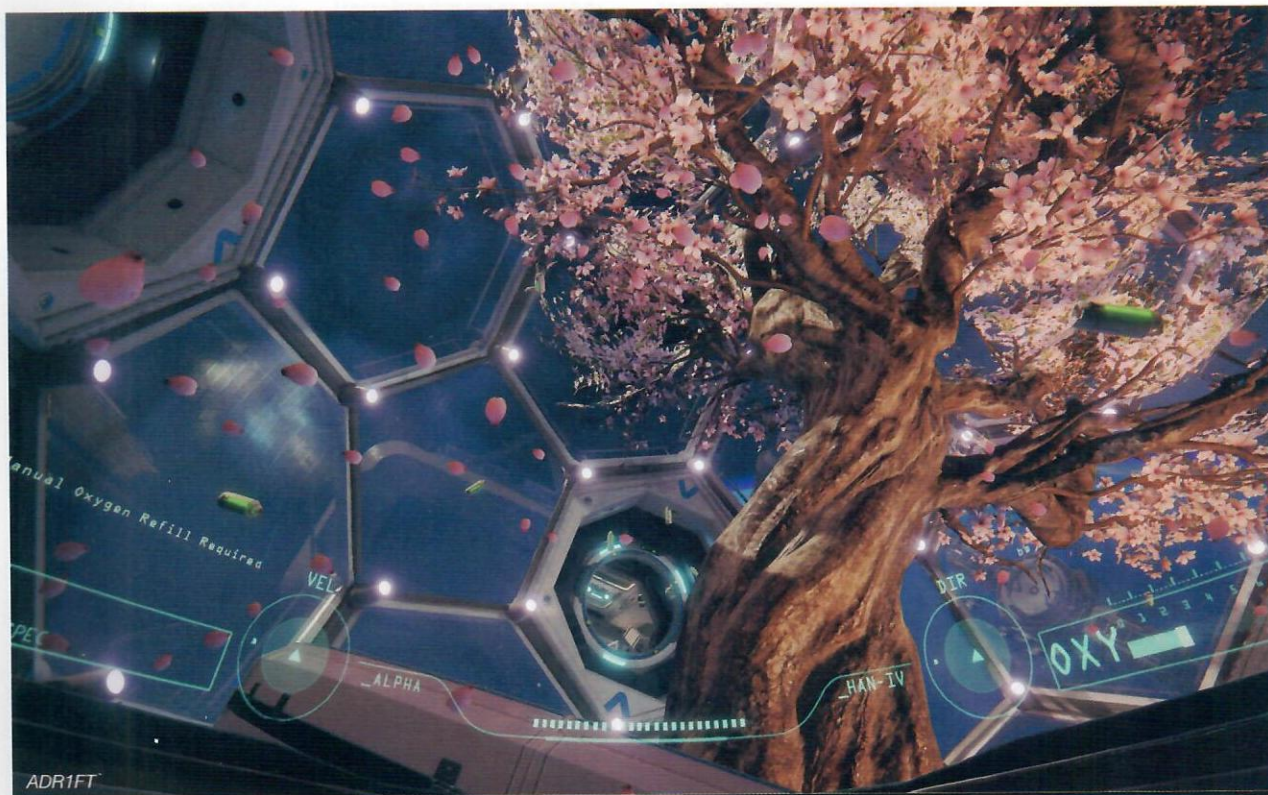
• ZYNGA

OFMR 8313 CONCOURSE,
OFMR 8412 CONCOURSE

San Francisco, CA, USA
zynga.com

Bryan Pope, Director, Product Communications; Melissa Fisher, VP, Investor Relations & Corporate FP&A

Zynga Inc. and NaturalMotion are leading developers of the world's most popular social games played by millions of monthly consumers. The companies have created evergreen franchises such as FarmVille, Zynga Casino and Words With Friends, as well as hit mobile games including CSR Racing, CSR Classics and Clumsy Ninja.



UNDERWATER EXPLORATION MEETS UNDEAD ACTION

ABZÛ AND OVERKILL'S THE WALKING DEAD LEAD 505 GAMES' OFFERINGS

Seeking a break from the excitement of the E3 show floor? Consider dipping into 505 Games' *ABZÛ*, a tranquil and beautiful adventure, set in a strange underwater world.

ABZÛ premiered at E3 2014, first taking the stage at Sony's media briefing. The PlayStation 4 and PC game is a debut project from Giant Squid, which was founded by Matt Nava, former thatgamecompany art director on games including *Journey* and *Flower*. *ABZÛ* shares a similar ethereal beauty as those favorites, following a diver as she discovers both the ocean and herself beneath the waves and it is set to release this summer.

Switching gears from otherworldly beauty to pulse-pumping thrills, 505 Games puts the spotlight on several new properties, including the upcoming *Overkill's The Walking Dead*. Developed by Overkill Software, best known for the uproarious *Payday* heist games, *Overkill's The Walking Dead* puts a cooperative first-person shooter spin on the popular television and comic franchise, with players working together to blast their way out of tense zombie encounters. No release date has been set for the Xbox One, PS4, and PC title.

Anyone who missed the popular *Payday* series—or simply wants

to relive the frantic squad-based heists on newer consoles—can check out *Payday 2: Crimewave Edition*, which releases for Xbox One and PS4 this month. The retail package not only upgrades the graphics, but also includes all of the earlier downloadable content right on the disc, delivering the complete cooperative game experience.

Conversely, *ADR1FT* is a solitary game: Players take the role of an astronaut who wakes up alone on a damaged spaceship with no memory of what happened and no clear way back to Earth. As with *ABZÛ*, while players explore the unique environment, they will also unravel a personal story about the lead character and the scenario at hand. The first-person experience is the initial creation of Three One Zero, a studio founded by former Microsoft creative director Adam Orth. It is set to reach Xbox One, PS4, and PC in September. *ADR1FT* will also release on virtual reality headsets in the future.

For fantasy fans, 505 Games has *Ember*, an iOS and PC role-playing game built in the mold of genre classics like *Ultima* and *Baldur's Gate*. Developed by N-Fusion, *Ember* promises at least 20 hours of gameplay, filled with in-depth storytelling, frantic real-time combat, and a flexible crafting system—all optimized to work well on touch devices. It is planned for release this summer.

Rounding out the publisher's E3 lineup is the upcoming console release of *Assetto Corsa*, a well-reviewed racing simulator that released on PC in late 2014 after concluding a successful Early Access run via Steam. Created by Italian studio Kunos Simulazioni, *Assetto Corsa* delivers more than 100 real-world cars to race around more than 20 different tracks. 505 Games will help bring Xbox One and PS4 versions of the realistic driving experience to market in 2016, and is showing off new content for the PC version at this year's show.





Just Cause 3

EAST MEETS WEST AT E3 2015

SQUARE ENIX OFFERS EXCITEMENT ACROSS MULTIPLE GENRES AND PLATFORMS

Expanding its tradition of strong E3 showings, Square Enix, Inc., presents a suite of fan-favorite titles at this year's show. Among these, one of the most talked-about games is *Deus Ex: Mankind Divided*, the sequel to 2011's critically acclaimed smash hit *Deus Ex: Human Revolution*. Set two years later, this installment sees the return of Adam Jensen, a cyborg faced with the choice between growing his power and maintaining his humanity. *Mankind Divided* will be available for PC, Xbox One, and PlayStation 4 on a date yet to be announced.

The third installment in Square Enix's popular open-world action series *Just Cause* also makes an appearance later this year, and for the same platforms. Armed with a grappling hook and parachute, hero Rico Rodriguez unleashes his acrobatic combat skills on the fictional Mediterranean island of Medici in *Just Cause 3*. Combining a massive world, over-the-top physics, and huge caches of weapons and vehicles to discover, *Just Cause 3* promises fans near endless entertainment.

Just Cause 3 is not Square Enix's only open-world title at E3 2015. *Triad Wars* builds on the success of the beloved 2012 hit *Sleeping Dogs*. Currently in closed beta for PC, *Triad Wars* is an open-world, multiplayer action game set on the mean streets of Hong Kong, where players take on the role of low-level gangsters trying to rise to kingpin with a few well-placed bullets.

The popular *Hitman* stealth-action series returns this year with *Hitman: Sniper*, a free-to-play take on the franchise's, releasing later this year for mobile tablets. In *Hitman: Sniper*, players can approach their quarry in different ways—by manipulating the environment, their target, or their enemies.

Also for mobile devices is *Lara Croft: Relic Run*, a new take on the popular adventure-runner genre that taps into the nostalgia of *Tomb Raider* heroine Lara Croft. Aiming to release in the coming months, *Lara Croft: Relic Run* offers players massive boss battles, acrobatics, flashy vehicles, and the return of Lara's perennial nemesis—the powerful T-Rex.



Triad Wars

Square Enix has long been celebrated for bringing the best games from Japan to Western shores, and E3 2015 continues this tradition. *Final Fantasy XIV: Heavensward*, the first-ever expansion for the enormously popular *Final Fantasy XIV*, is on display this year at the Square Enix booth. Bringing game fans everything they could dream of on PC, PlayStation 3, and PS4, *Heavensward* (due later this year) adds new character classes, better graphics, a fantastic soundtrack, and an involving storyline surrounding the thousand-year Dragonsong War.

Accompanying *Final Fantasy XIV: Heavensward* is another Japanese role-playing title from another beloved series: *Dragon Quest Heroes*, exclusively for the PS4. Coming in 2015, the action-RPG

reunites *Dragon Quest* creator Yuji Horii and seminal composer Koichi Sugiyama for what is sure to be a landmark title. In this game, players must use their wits and quick reflexes to overcome seemingly insurmountable odds and take down gigantic monsters.

Finally, Square Enix also demonstrates its commitment to independent developers by showing further chapters from the deep, captivating adventure game *Life Is Strange* from French studio DONTNOD. Currently available on PS3, Xbox 360, and PC, this episodic puzzler is coming to PS4 and Xbox One, and puts players in the shoes of student Max Caulfield, as she tries to solve the increasingly bizarre mystery surrounding the disappearance of her classmate Rachel.

PLAYERS' CHOICE

NATSUME'S DEALS OUT NINJAS, FARMS, RACES, TANKS

This year at E3, Natsume Inc. deals out a diverse range of games with a common thread: players' choice.

From farming and racing to tanks and ninjas, game fans will find plenty of choices in each new title.

In *Harvest Moon: Seeds of Memories* the players revitalize a farm through classic activities like tending animals and cooking. They also enjoy new adventures, like taming a bobcat and attending the Starry Night Festival. The farm-tastic fun starts this winter for Wii U, PC, iOS, and Android.

Next up, *Gotcha Racing* launches this July for 3DS. The top-down racing game uses both 3DS screens, and lets racers choose custom parts to create killer cars. Twelve tracks, Grand Prix races, six racing grades, and StreetPass functionality add up to lots of options for tire-screaming fun.

This August, Natsume gives players command of an armored vehicle in *Brave Tank Hero*. Available for Wii U and 3DS, the game tasks players with defending a besieged city and offers more than 50 re-playable

missions, three different tank types, and a load of unlockable power-ups.

Finally, Natsume kicks up the pace with sidescrolling action platformer *Ninja Strike*. Thieves have stolen the treasure and players must get it back by choosing from five different ninja, as well as skills that offer plenty of nifty ninja-boosting options. *Ninja Strike* will be available for the Wii U at an unannounced date.

Farming, racing, strategizing or fighting—no matter what kinds of games fans enjoy, Natsume's 2015 lineup offers players lots of options.



Harvest Moon: Seeds of Memories



STRIKING THE PERFECT BALANCE

POLK AUDIO'S STRIKER PRO HEADSET AMPS UP THE AUDIO

Since entering the video game industry, Polk Audio exemplifies how perfect-pitch audio engineering can enhance the game experience. Laser-focused on creating audio solutions to help players immerse themselves in video games' virtual worlds, the company has a new product on display at E3 2015: the Striker Pro headset.

The Striker Pro features Polk's Patented Dynamic Balance Driver Design, which creates a realistic, balanced, and natural audio experience for users. It provides an integrated headset to work seamlessly across console, PC, and mobile platforms—without sacrificing performance. Users can switch conveniently between different game modes, with detachable cables designed to enhance each specific user platform.

The included connect cable allows for hands-free control of the user's iOS device, from skipping songs to adjusting the volume and making phone calls without having to touch the device. The console dual-jack controller connect cable is designed for high fidelity. Polk's custom console connect cable is designed to enhance mic performance and remove crosstalk. An extra-long, detachable PC connect cable also removes crosstalk, and the headphones are equipped with two different microphone options: an iOS-compatible mic designed for use with mobile devices, as well as a detachable boom mic for PC and console game play. For gamers looking for immersive experiences when they play, Polk Audio's Striker Pro headset may be the ultimate audio solution.



Striker Pro

VISIT THE VIDEO GAME VOTERS NETWORK IN THE WEST HALL LOBBY AND GET A FREE T-SHIRT

**ARE YOU TIRED OF GAMES BEING TREATED UNFAIRLY? DO YOU WANT TO
HELP DEFEND THE GAMES YOU PLAY AGAINST CENSORSHIP?**

Join the Video Game Voters Network (VGVN), the free grassroots coalition that educates and mobilizes the gamer community. The VGVN supports legislative efforts to improve the environment for computer and video game artists and enthusiasts, as well as legislators who ensure games receive the same First Amendment protection as movies, books, and other art. The VGVN enables gamers to stay updated on policy issues and take action by contacting federal, state, and local officials to express their views. Rest assured the VGVN does not sell or share any information it collects.



OUR GAMES. OUR RIGHTS.

WWW.VIDEOGAMEVOTERS.ORG

INTO THE PIXEL 2015 COLLECTION

Title: Fallen Logs
Game: *Guild Wars 2*
Artist: Theo Prins

Title: Gnomes Versus Goblins
Game: *Hearthstone: Heroes of Warcraft*
Artist: Laurel Austin

Title: The World Needs Heroes
Game: *Overwatch*
Artist: Arnold Tsang

Title: Grommash Maquette
Game: *World of Warcraft: Warlords of Draenor*
Artist: Brian Fay

Title: The Graveyard
Game: *Destiny*
Artist: Dorje Bellbrook

Title: Adrift
Game: *Never Alone*
Artist: Dima Veryovka

Title: Rendain
Game: *Battleborn*
Artist: Herman Ng

Title: Ori and Naru
Game: *Ori and the Blind Forest*
Artists: Johannes Figlihuber and Max Degen

Title: The Night Shift
Game: *Quantum Break*
Artist: Ville Joonas Assinen

Title: Armikrog Emerald Room
Game: *Armikrog*
Artists: Ed Schofield, Samantha Cadier, Mike Dietz, and Bree Paulsen

Title: Blackwall Vista
Game: *The Order: 1886*
Artist: Martin Bergstrom

Title: Lived In Kitchen
Game: *What Remains of Edith Finch*
Artist: Theo Aretos

Title: The Trip Trap Tavern
Game: *The Wolf Among Us*
Artist: David Bogan

Title: A Rock and a Hard Place
Game: *King's Quest*
Artist: Evan Cagle

Title: Good Knight Stories
Game: *King's Quest*
Artist: Evan Cagle

Title: The Slums
Game: *Assassin's Creed: Syndicate*
Artist: Hugo Puzzuoli

Title: The Protector's Arrival
Game: *Far Cry 4*
Artist: Kay Huang

Title: Labyrinth
Game: *Monument Valley*
Artist: David Fernández-Huerta



The Graveyard (*Destiny*)

INTO THE PIXEL

SHINING THE LIGHT ON VIDEO GAME ART AND THE TALENT BEHIND IT

Into the Pixel, a project of the Entertainment Software Association and the Academy of Interactive Arts and Sciences (AIAS), is unveiling its new collection of video game art at E3 2015. The collection premieres on the first day of E3 and showcases the best video game art from around the world—and the talented artists who create it. Into the Pixel is open to all E3 attendees and is located in the Concourse Foyer (between the West and South Halls) at the Los Angeles Convention Center from noon June 16 until the end of the show.

"The Into the Pixel Collection celebrates the artistry and excellence of video games—and the talent in our industry that innovates and redefines 'fine art' worldwide," said Michael D. Gallagher, president and CEO of the Entertainment Software Association. "ESA is proud to shine a light on our industry's extraordinary art and artists with Into the Pixel."

"The Academy and ESA are proud to honor these winning artists covering so many varied styles, narratives and subject matter from our interactive entertainment medium," said Martin Rae, president, AIAS. "I'd like to thank our diverse panel of jurists, who all have a deep appreciation for the creativity that comes from video games. Great care and spirited debate went into curating the 2015 collection, and we are exceedingly proud of the 18 pieces—especially our first-ever sculptural piece!"

This Into the Pixel collection showcases the efforts of artists whose work stretches across a remarkable range of genres, drawing inspiration from throughout the history of art. These artists' collected works evoke the mood, style, and energy of the games they represent. "It was such treat to review all the amazing submissions this year, which made it really tough for us to determine our finalists," said Bob Rafei, founder at Big Red Button

Entertainment. "It is always inspiring to see the wide range of talented artists' work and imaginative concepts pointing the way for the latest games in development. The final selection is a diverse representation of broad styles, from small independents and big-budget titles."

Into the Pixel has become the premiere showcase for artistic talent in the industry, and each year, winners are added to a permanent collection of more than one hundred works of art. Though a majority of submissions come from the United States, entries over the years have spanned the globe, including artworks from Canada, France, Japan, the United Kingdom, Iceland, and Korea.

Into the Pixel's collection strikingly demonstrates the high level of creative work being done in the interactive space. This stunning exhibition offers E3 show attendees a sneak peek at what museum-goers will be viewing as classic artworks in the not-so-distant future. Head to www.e3insider.com to browse the full 2015 Into the Pixel collection.



Ori and Naru (*Ori and the Blind Forest*)

For **Juri**, the big letter on the box is a good start. But sometimes she wants to know more about the games **Sean** and **Maia** want to play. And now she can, **right from her phone**, right from the store.

You can do the same thing with **ESRB's free mobile app**.

Learn more at **ESRB.org/mobile**.

Juri P

Lakeside, CA



ENTERTAINMENT SOFTWARE
RATING BOARD



MANY TANKS

WARGAMING ADDS MASTER OF ORION AND WORLD OF WARSHIPS TO SUCCESSFUL SLATE OF GAMES

At E3 2015, Wargaming—renowned for its hugely successful massively multiplayer title, *World of Tanks*—announced that it will release a new game in the beloved *Master of Orion* franchise, coming to PC at an unannounced date. This all-new *Master of Orion* embraces the elements that made the original sci-fi strategy series so addictive to fans: the many paths to victory, a massive universe to

explore, seemingly endless ship design and customization options, and an abundance of futuristic technology to discover.

Produced in collaboration with the series' original creators, *Master of Orion* will include all 10 classic alien races, and an orchestral soundtrack from the composer of the original game. It will also feature modern gameplay techniques and approaches,

based on Wargaming's experience over years of designing its own massively popular franchises.

In addition to *Master of Orion*, Wargaming is showing the beta version of *World of Warships*, a naval analog to the hit online game *World of Tanks*. In *World of Warships*, players take command of U.S. and Japanese warships from the mid-20th century, pitting them against one another in epic naval battles to establish supremacy on the high seas. The game includes more than 50 vessels across four classes: battleships, cruisers, destroyers, and aircraft carriers. The *World of Warships* beta is free-to-play, and available now for PC.

Wargaming is also announcing the release of *World of Tanks: Xbox One Edition*. One of the most popular games on Xbox 360 and PC, this new version will take the hard-hitting, multiplayer tank combat game to the new generation of consoles. Completely free-to-play (with in-game purchases available to enhance the experience), *World of Tanks* boasts hundreds of authentic mid-20th century tanks, tank destroyers, and other vehicles for players to fight in, upgrade, and customize.

Even more exciting: Wargaming confirmed that the Xbox One version of *World of Tanks* will feature cross-platform compatibility with Xbox 360, and that players can integrate their accounts completely from Xbox 360 to Xbox One, using all their tanks and upgrades on both platforms at once.



World of Tanks: Xbox One Edition



World of Warships

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PHOTO GALLERY

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2015

Clockwise from top-left: E3 arrives at the Los Angeles Convention Center; soccer legend Pelé introduces Electronic Arts' *FIFA 16* to the crowd; *Plants vs. Zombies: Garden Warfare 2* invades the Xbox briefing; *Just Cause 3* parachutes into E3 2015; *Fallout 4*'s Pip-Boy is a big hit with fans.





Clockwise from top-left: The Bethesda crowd gets ready for entertainment at the Dolby Theatre; there's a zombie on Electronic Arts' lawn; 2015's big games welcome E3 attendees outside of the Los Angeles Convention Center; Head of Xbox Phil Spencer introduces Microsoft's E3 lineup.





Project Morpheus



All-in-One Universal Virtual Reality Kit



Oculus Rift

E3 IS HOME FOR VIRTUAL AND AUGMENTED REALITIES

VIRTUAL GETS PHYSICAL AT E3 2015

Virtual reality is a technology that has seemed just out of reach for years—but not anymore. VR is here, now, today. At E3 this year, both Virtual Reality and Augmented Reality products can be seen, felt, picked up, and played with. In many ways, 2015 is the Year of Virtual Reality, and nowhere is that more clear than on the E3 show floor.

Sony Computer Entertainment America LLC is showcasing **Project Morpheus**, the VR headset designed for PlayStation 4 (PS4). Slated for release in the first half of 2016, the headset incorporates a 5.7-inch 1080p OLED display, offering 120 frame-per-second output to ensure the smoothest possible visuals. Proprietary 3D audio creates a virtual surround-sound system to match the virtual visuals, and nine LEDs allow PlayStation Camera

to track the user's head through a full 360 degrees of rotation. Morpheus allows players to share the experience with friends via its social screen feature: The device mirrors the headset's output to a TV connected to the PS4.

Offering a slightly different experience is **Microsoft Corporation's HoloLens**. This augmented-reality headset superimposes virtual images onto real-world surroundings, using gesture tracking and other inputs to blend the real with the virtual. E3 attendees will get a chance to try it out for themselves via the *Halo HoloLens Experience*.

Sony is not the only company displaying VR wares this year; VR pioneer **Oculus** is showing off the consumer version of the **Oculus Rift**. Designed to operate on consumer-grade PCs, the Rift pushes 233 million pixels

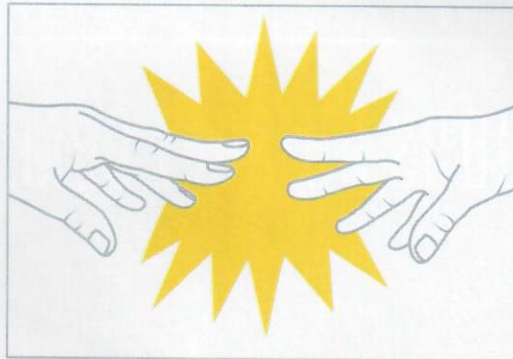
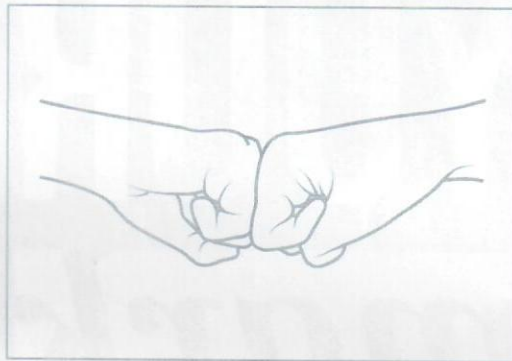
per second to dual displays, generating a 2160-by-1200-pixel image at 90 frames per second. This is just the latest incarnation of a hardware system that has been in development for years: "The Rift," said Oculus, "has been shaped by gamers, backers, developers, and enthusiasts around the world." The results are nearly ready for public consumption; the Oculus Rift is scheduled to launch in the first quarter of 2016.

Several other companies are developing products intended to work with a variety of hardware. **Merge Labs, Inc.** is featuring **MergeVR**, a virtual reality system for Android and iOS phones, set for launch this fall. **ANTVR's All-in-One Universal Virtual Reality Kit** aims for compatibility with PC, PlayStation systems, and Xbox systems, offering full 360-degree head tracking, a 100-degree field of view, and support for existing 3D

media. And **Vuzix Corporation's iWear 720 Video Headphones** meld audio and video to deliver the experience of viewing an 11-foot 16:9 screen from 10 feet away, at a resolution of 720p in each eye.

Fortunately, plenty of companies are stepping in to provide input solutions to complement this wide variety of platforms. **Virtuix, Inc.** is spotlighting the **Omni**, an omni-directional treadmill (expected to launch in September) that enables the user to walk, run, and jump within a 360-degree virtual environment. **Manus Machina** is offering the **Manus**, a data glove that tracks hand movement to feed to virtual reality systems, PC games, drones, and more. **Nod Labs** has the **Nod Ring**, a Bluetooth-equipped gesture-tracking device designed to work with VR systems, PCs, mobile platforms, and more. The Nod Ring is scheduled to ship late this summer.

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